

## For many diarrheas regardless of etiology



SULFASUXIDINE® - NEOMYCIN SUSPENSION WITH KAOLIN AND PECTIN

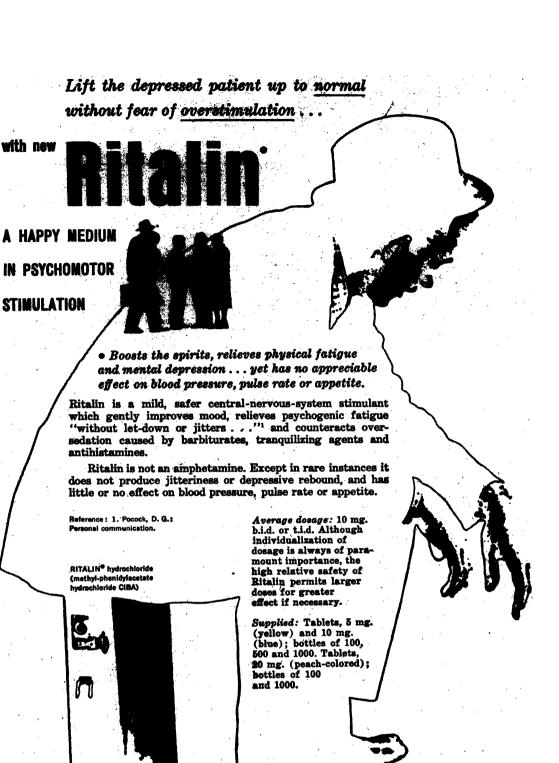
When diarrhea brings misery to your patients, the prime consideration is prompt, lasting relief. CREMOMYCIN is so formulated that bacillary as well as nonspecific diarrheas respond promptly—often dramatically. The comprehensive, yet local antibacterial action of the neomycin and the Sulfasuxidine content is concentrated in the gut and is complemented by kaolin and pectin, which soothe inflamed mucosa, adsorb toxins, and help normalize intestinal motility.

Each 30 cc. (1 fl. oz.) of Cremomycin contains 3.0 Gm. Sulfasuxidine and 300 mg. neomycin sulfate.



MERCK SHARP & DOHME

DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.



CIBA

1

in
urinary
tract
infections
of
pregnancy

"Pyelonephritis is... one of the most
common complications of pregnancy."

# Furadantin

"Successful results were obtained in all pregnant patients."

EATON LABORATORIES
Norwich \_\_\_ New York



NITROFURANS a *new* class of antimicrobials neither antibiotics nor sulfonamides Average dose: one 100 mg. tablet, q.i.d.; 1 tablet with each meal and 1 with food or milk on retiring.

Tablets: 50 and 100 mg., bottles of 25 and 100.

References: 1. Kass. E. H.: Am. 1. Med. **18**:764. 1955. 2. Diggs, E. S., Prevost, E. C., and Valderas, J. G.: Am. J. Obst. **71**:399, 1956.

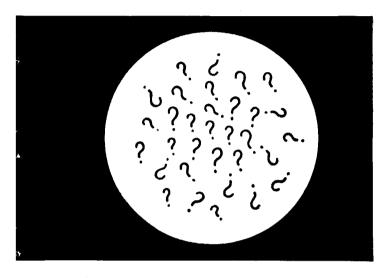
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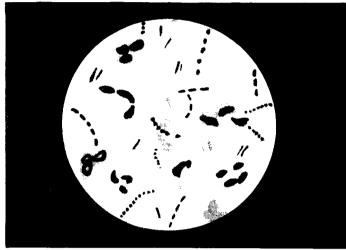
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# COMBINED ACTION FOR DECISIVE CONTROL

IN UNDIAGNOSED INFECTIONS

IN MIXED BACTERIAL INFECTIONS





- Wide antibacterial spectrum for control over a wide range of gram-positive and gram-negative infections
- Effective blood levels for high therapeutic activity
- High urinary solubility, low renal risk
- Special alumina-gel base\* for uniform dispersion and rapid absorption

Supplied: Tablets BICILLIN-SULFAS, bottles of 36. Suspension BICILLIN-SULFAS, bottles of 2 and 3 fl. oz. Each tablet and each 5-cc. teaspoonful contains 150,000 units of BICILLIN and 0.167 Gm. each of sulfadiazine, sulfamerazine, and sulfamethazine.

\*In Suspension only

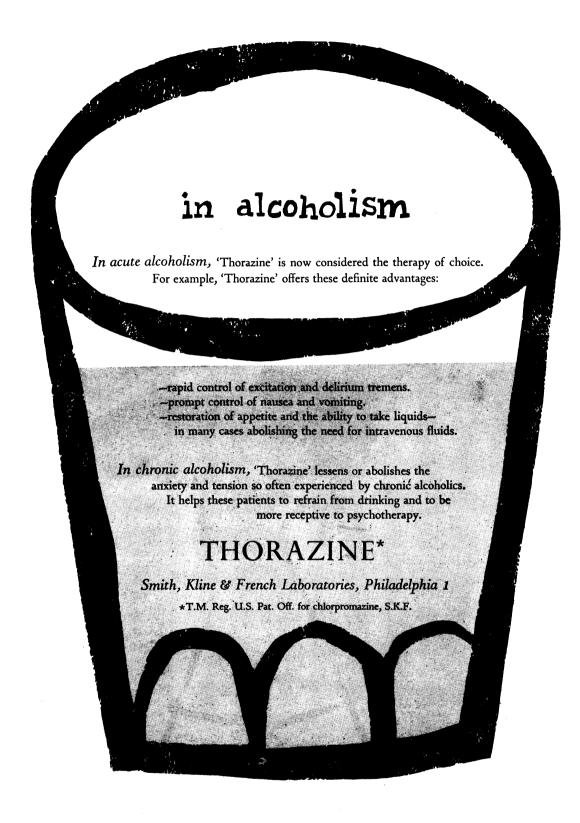
TABLETS

SUSPENSION

BICILLIN®-SULFAS

Benzathine Penicillin G (Dibenzylethylenediamine Dipenicillin G) and Triple Sulfonamides





'Thorazine' is available, as the hydrochloride, in 10 mg., 25 mg., 50 mg., 100 mg. and 200 mg. tablets; 25 mg. (1 cc.) and 50 mg. (2 cc.) ampuls; and syrup (10 mg./5 cc.); and, as the base, in 25 mg. and 100 mg. suppositories.

# Against that future call



'REDIPLETE'	Maintenance Formula	Maintenance Formula with Minerals	Therapeutic Formula with Intrinsic Factor	Therapeutic Pormula with Intrinsic Pactor and Minerals	Geriatric Pormula with Minerals
Vitamin A Palmitate	5,000 u.	5,000 u.	20,000 u.	20,000 u.	5,000 u.
Vicamin D	500 u. 50 mg.	500 u. 50 mg.	2,000 u. 150 mg.	2,000 u. 150 mg.	50 mg.
Vitamin C VitaminBi	3 mg.	3 ma.	5 mg.	5 mg.	5 mg.
Vicamin Ba	3 mg.	3 mg.	10 mg.	10 mg.	5 mg.
Vicamin Be	2 mg.	2 mg.	5 mg.	5 mg.	5 mg.
Vicamin B <sub>12</sub>	5 mcg. 20 mg.	5 mcg. 20 mg.	25 mcg. 50 mg.	25 mcg. 50 mg.	10 mcg. 15 mg.
Niscinamide d-Calcium Pantochenate	20 mg. 5 mg.	20 mg. 5 mg.	10 mg.	10 mg.	5 mg.
Polic Acid	0.25 mg.	0.25 mar.	0.5 mg.	0.5 mg.	0.5 mg.
Mixed Tocopherols			10 I.U.	10 I.Ū.	10 L.U.
Intrinsic Factor Concentrate	••••	¥¥	5 mg.	, 5 mg.	5 mg.
Iron (as FeSO <sub>4</sub> )	••••	15 mg.	••••	15 mg.	15 mg.

## to her OB....

Even to the non-professional eye, this happy teenager fairly radiates health. She's certainly a far cry from her wan and skinny sister of a century ago—whose motto was "an apple a day keeps the doctor away". Yet physicians know how much teenagers' good health today depends on modern preventive medicine, coupled with the strides made in nutritional science.

Physicians realize that they are today much more than curers of disease—they are preservers of health. They can take steps to assure a healthy youngster of a healthy adulthood—they can even, in large part, affect the well-being of the unborn generation.

To assist physicians in the nutritional phase of this important role, Merck Sharp & Dohme has developed the 'REDIPLETE' family—five nutritional

formulas to fill varying nutritional needs:

- 'REDIPLETE' maintenance formula
- 'REDIPLETE' with minerals
- 'REDIPLETE' therapeutic with minerals
- 'REDIPLETE' therapeutic
- 'REDIPLETE' geriatric

Each 'REDIPLETE' formula is balanced for the human organism, on the basis of clinical evidence. This avoids the possibility of "driving out" or depleting one element because of undue preponderance of another.

You may prescribe 'REDIPLETE' preparations with the assurance that they reflect the *latest developments in nutritional science*; and that the 'REDIPLETE' formulas can and will be changed as new clinical evidence may warrant.

# FAMILY



## balanced-formula nutritional supplements

'REDIPLETE'	Maintenance Pormula	· Maintonance Formula with Minerals	Therapeutic Pormula with Intrinsic Pactor	Therepositic Formula with Intrinsic Factor and Minorals	Geriatric Formula wi Minerals
		0.15 mg.		0.15 mg.	0.15 mg
Iodine (as K1)		1 mg.		1 mg.	1 mg
Manganese (as MnSO <sub>4</sub> )		0.2 mg.	••••	0.2 mg.	0.2 mg
Cobalt (as CoSO <sub>1</sub> ) Potassium (as KoSO <sub>1</sub> )	••••	5 mg.	••••	5 mg.	5 mg
Melybdenum (as NasMoO <sub>1</sub> )		0.2 mg.	••••	0.2 mg.	0.2 mg
Zinc (as ZnSO <sub>1</sub> )		1 mg.	****	l mg.	1 mg
Copper (as CuSO <sub>4</sub> )	••••	1 mg.	••••	l mg.	1 mg 5 ma
Magnesium (as MaSCA)		5 mg.		5 mg. .75 mg.	75 mg
Calcium (as CaHPOs)	••••	****		60 mg.	60 ma
Phosphorus (as CaHPOs)	••••	••••	••••	_	100 mg
Choline Dihydrogen Citrate					50 mg
Inositol		••••	••••		25 ma
Rutin	••••	••••	. ••••	••••	-,

# HERE'S WHY SO MANY DOCTORS NOW SMOKE AND RECOMMEND

# VICEROY



Twice as Many Filters as the other two largest-selling filter brands For the Smoothest Taste in Smoking!



VICEROY'S EXCLUSIVE FILTER IS MADE FROM PURE CELLULOSE—SOFT, SNOW-WHITE, NATURAL!



# a new maximum



effectiveness

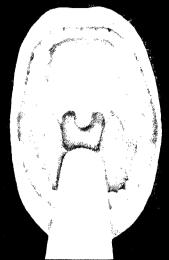
a new maximum



protection against resistance

DEW to meet the

# a new maximum



3 safety and toleration

# a new certainty

in antibiotic therapy... particularly for the 90% of patients treated at home or in the office...

## as in the treatment of upper respiratory tract infections

The new synergistic formulation of tetracycline with oleandomycin (Matromycin®) brings to antibiotic therapy a new extended antimicrobial spectrum which includes even "resistant" staphylococci, while it provides protection against the emergence of new resistant strains. Indicated in infections of the upper respiratory tract and related structures, such as: sinusitis, tonsillitis, pharyngitis, bronchitis, otitis media, pleurisy.

Supplied: Capsules, 250 mg. (oleandomycin 83 mg., tetracycline 167 mg.).

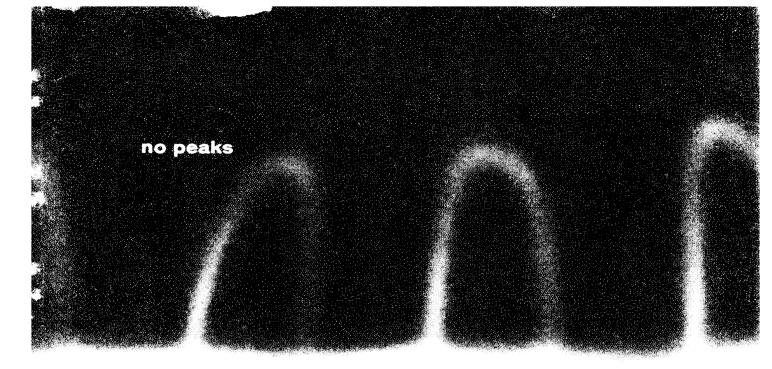
## requirements of antibiotic therapy today

synergistically strengthened multi-spectrum antibiotic formulation

**World Leader in Antibiotic Development and Production** 



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me socothesi amphetamine compounds you can use



Synatan Seco-Synatan



mood up

weight down

blood pressure untroubled

### NEW

# Seco-Synatan<sup>m</sup>

Synatan with secobarbital, Irwin-Neisler



for predictable control
of the DIS/ease
of anxiety, depression
or obesity—

the smoothest amphetamine compounds you can use...

## AND

tanphetamin protocolloid complex, irwin-Neisler



for predictable control of appetite and mood—
free of exaggerated response

#### buffers the patient against the disquieting ups and downs of his environment

CONTROLS the patient's appetite...all through the day... breaks the barrier of depression and creates a welcome sense of optimism and well-being.

CONTROLS the patient's emotions by a highly desirable calming effect... and contributes to the feeling of security, comfort and optimism.

#### each tabule contains

### Seco-Synatan

Tanphetamin*	
(d-amphetamine tannate)	17.5 mg.
Secobarbital	35.0 mg.

\*Patents Pending

DOSAGE: Usual dose is 1 or 2 tabules at 10:00 a.m.

#### $\dots$ gradual and uniform release of d-amphetamine by simple laws of dialysis

- independent of any mechanical fabrication of tablet
- independent of varying intestinal pH or motility

#### ...just one dose a day provides all day control

- minimal, if any, side effects
- more dependable results . . . economical, too

the first basic amphetamine improvement in 10 years

### **Synatan**

Each Synatan tabule is composed of a protocolloid complex containing tanphetamin (dextro-amphetamine tannate) 17.5 mg., equivalent to 5.25 mg. of *d*-amphetamine base.

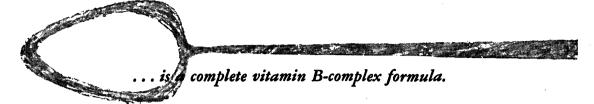
DOSAGE: Usual dose, 1 or 2 tabules at 10:00 a.m.

To serve your patients today—Call your pharmacist for any additional information you may need to help you prescribe Synatan and Seco-Synatan. He has been especially alerted. For prescription economy, prescribe Synatan and Seco-Synatan in 50's.

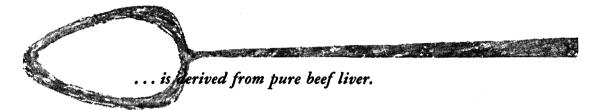
IRWIN, NEISLER & COMPANY • DECATUR, ILLINOIS



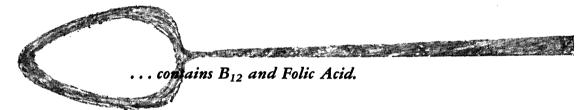
# LEDERPLEX LIQUID



# LEDERPLEX LIQUID



## LEDERPLEX LIQUID



# ERPLEX LIQUID

yays tastes good—palatable orange flavor and the second second s not "wear thin" or go "flat" over a prolonged dose regimen

# ERPLEX\* Liquid

#### Each teaspoonful (5 cc.) contains:

Thiamine HCl (B <sub>1</sub> )	2 mg.	Pantothenic Acid	
Niacinamide		Inositol	10 mg.
Folic Acid	0.2 mg.	Soluble Liver Fraction	470 mg.
Pyridoxine HCl (B <sub>6</sub> )	0.2 mg.	Vitamin B <sub>12</sub>	5 mcgm.

Also offered in Tablet. Capsule and Parenteral forms.

LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, NEW YORK



Meratran ... a unique central motivant with demonstrated subcortical activity . . . subtly restores your emotionally tired and depressed patients to their usual levels of alertness. interest and productivity.1 In doses easily adjusted to the needs of your patients, its onset of action is subtle and prompt, yet sure **to** be comfortable. Effectiveness is prolonged. No jitters, no apprehension · no rebound letdown · little or no insomnia<sup>2</sup> · normal appetite undisturbed<sup>2</sup> · no appreciable effect on blood pressure, respiration<sup>2</sup> · wide range of safety<sup>3</sup> · no tolerance Dose: (Initially) 2 mg. Meratran t.i.d. Reduce to mini-

or habituation.



Dose: (Initially) 2 mg. Meratran t.i.d. Reduce to minimum patient requirements./1. Fabing, H.D.: Dis. Nerv. Sys., 1:10-15, (January) 1955. 2. Antos, R. J.: Arizona Med., 11:397-9, (November) 1954. 3. Levy, S.: Northwest Med., 53:1233-6, (December) 1954. MERATRAN®

THE WM. S. MERRELL COMPANY . NEW YORK, CINCINNATI, ST. THOMAS, ONTARIO

## recognized

as a potent specific anti-arthritic

## established

by over 100 million patient days

## substantiated

in more than 700 published reports

# BUTAZOLIDIN

(phenylbutazone GEIGY)

# potent, specific anti-arthritic

Based on an impressive background of achievement attained over a period of four years involving both long-term and short-term therapy in all the major forms of arthritis,

BUTAZOLIDIN is recognized as one of the most effective anti-arthritic agents currently available.

relieves pain
improves function
resolves inflammation

GEIGY



modern sulfa therapy...

Meth-Dia-Mer Sulfonamides

palatable syrup . . . tablets

Tri-Sulfameth has a high degree of solubility since each sulfonamide in the mixture is present in only one-third the total content, and each exerts no influence on the solubility of the others.

Thus, partial dosage of the three sulfassulfadiazine, sulfamerazine and sulfamethazinecan be administered and adequate blood levels obtained with minimal risk of renal crystalluria. Indications: all infections which respond to

treatment with sulfonamides.

Each 5 cc. (1 teaspoonful) of syrup\* and each tablet provides:

Sulfadiazine

0.165 Gm. 0.165 Gm. 0.165 Gm.

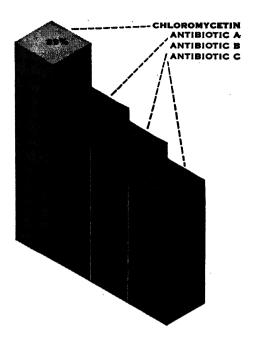
Sulfamerazine Sulfamethazine The Triple Sulfas

(\*also 0.5 Gm. of sodium citrate in each 5 cc.)

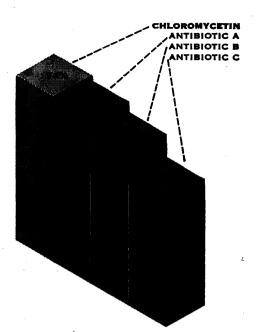
Bottles of 100 and 500 tablets; 4 oz., 16 oz. and one gallon syrup.

#### **ARLINGTON-FUNK LABORATORIES**

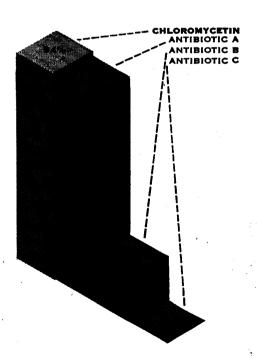
division of U.S. Vitamin Corporation 250 East 43rd St., New York 17, N.Y.



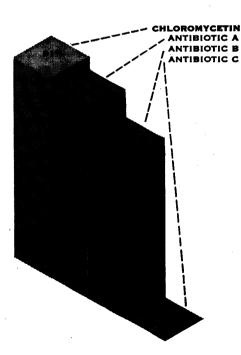
NONHEMOLYTIC MICROCOCCUS AUREUS (363-418 STRAINS)



HEMOLYTIC MICROCOCCUS AUREUS (729-776 STRAINS)



ESCHERICHIA COLI (478-586 STRAINS)



AEROBACTER AEROGENES
(153-193 STRAINS)

#### greater antibacterial efficacy...

# **Chloromycetin**®

for today's problem pathogens

Because of the increasing emergence of pathogenic strains resistant to commonly used antibiotics, judicious selection of the most effective agent is essential to successful therapy. In vitro sensitivity studies serve as a valuable guide to the antibiotic most likely to be most effective. Both clinical experience and sensitivity studies indicate the greater antibacterial efficacy of CHLOROMYCETIN (chloramphenicol, Parke-Davis) treatment for many resistant infections.<sup>1-7</sup>

CHLOROMYCETIN is a potent therapeutic agent and, because certain blood dyscrasias have been associated with its administration, it should not be used indiscriminately or for minor infections. Furthermore, as with certain other drugs, adequate blood studies should be made when the patient requires prolonged or intermittent therapy.

References (1) Altemeier, W. A.; Culbertson, W. R.; Sherman, R.; Cole, W.; Elstun, W., & Fultz, C. T.: J.A.M.A. 157:305 (Jan. 22) 1955. (2) Austrian, R.: New York J. Med. 55:2475 (Sept. 1) 1955. (3) Murphy, F. D., & Waisbren, B. A., in Murphy, F. D.: Medical Emergencies: Diagnosis and Treatment, ed. 5, Philadelphia, F. A. Davis Company, 1955, p. 557. (4) Weil, A. J., & Stempel, B.: Antibiotic Med. 1:319, 1955. (5) Jones, C. P.; Carter, B.; Thomas, W. L., & Creadick, R. N.: Obst. & Gynec. 5:365, 1955. (6) Kass, E. H.: Am. J. Med. 18:764, 1955. (7) Tebrock, H. E., & Young, W. N.: New York J. Med. 55:1159 (Apr. 15) 1955.

This graph is adapted from Altemeier, Culbertson, Sherman, Cole, Elstun, & Fultz.<sup>1</sup>



PARKE, DAVIS & COMPANY

DETROIT, MICHIGAN



# ANOXI GOX

formerly known as Digoxin 'B. W. & Co.'®

The new name has been adopted to make easier for everyone the distinction between

Digoxin and Digitoxin.

Now simply write:

Lanoxin' Tablets 0.25 mg. or 0.5 mg. Lanoxin' Elixir Pediatric, or Lanoxin' Injection

to provide the unchanging safety and predictability afforded by the uniform potency, uniform absorption, brief latent period and optimum rate of elimination of this crystalline glycoside.

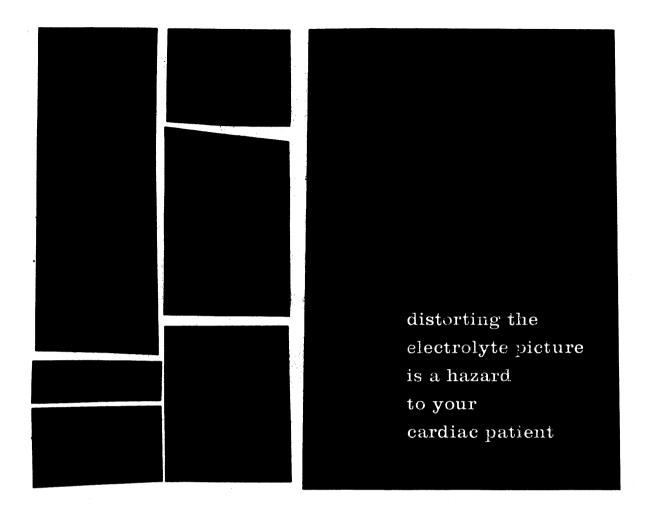
Tablets: 0.25 mg. (white) and 0.5 mg. (green)

Elixir Pediatric: 0.05 mg. in each cc.

Ampuls: 0.5 mg. in 2 cc.



BURROUGHS WELLCOME & CO. (U.S. A.) INC., Tuckahoe, New York



#### PATIENTS IN FAILURE NEED AN ORGANOMERCURIAL

Acidosis, necessary to the action of carbonic anhydrase inhibitors and acidifying salts, distorts the electrolyte picture and results in refractoriness. Specific stimulation of potassium loss—also characteristic of the sulfonamide derivatives—may further disturb ionic equilibrium.

Localized renal enzyme action, unique with the organomercurials, produces daily diuresis without upsetting electrolyte balance.

TABLET

# NEOHYDRIN

BRAND OF CHLORMERODRIN (18.3 Mg. OF 3-CHLOROMERCURI-2-METHOXY-PROPYLUREA EQUIVALENT TO 10 Mg. OF NON-IONIC MERCURY IN EACH TABLET)

a standard for initial control of severe failure

MERCUHYDRIN® SODIUM BRAND OF MERALLURIDE INJECTION

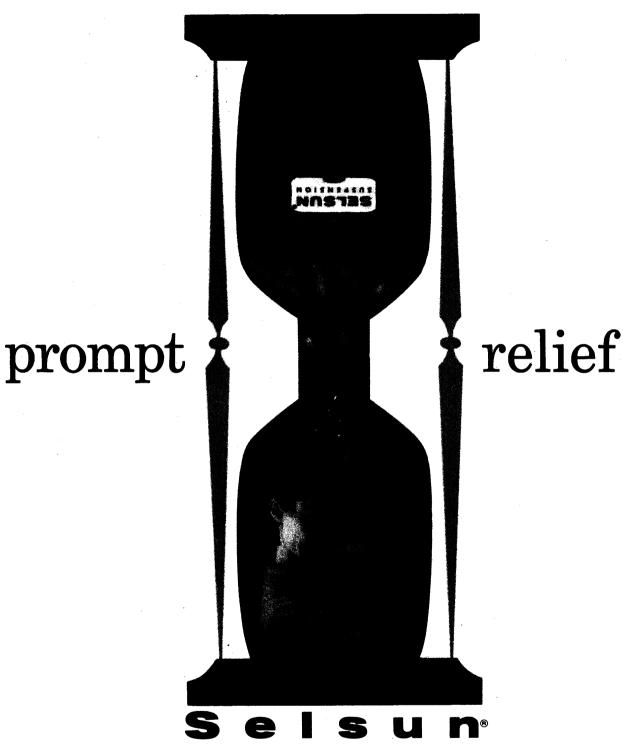
02456





# nudges your patient to sleep

Nonbarbiturate. Gently calms the nervous insomnia patient, bringing tranquil sleep in 15-30 minutes. Wears off in about 5 hours, so patient normally awakens next day free of hangover.



quickest way to relieve the itching, scaling, burning of seborrheic dermatitis and dandruff.

The first few Selsun applications control symptoms—then each application keeps the scalp healthy up to four weeks. Effective in 81-87% of seborrheic dermatitis, 92-95% of dandruff cases. And Selsun is as simple to use as a shampoo. Sold only on prescription, Selsun Suspension comes in 4-fluidounce plastic bottles.



# relaxes both mind

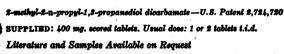
for the average MUSCIC patient in everyday practice

- well suited for prolonged therapy
  - well tolerated, nonaddictive, essentially nontoxic
- no blood dyscrasias, liver toxicity, Parkinson-like syndrome or nasal stuffiness
  - chemically unrelated to chlorpromazine or reserpine
    - does not produce significant depression
  - orally effective within 30 minutes for a period of 6 hours

Indications: anxiety and tension states, muscle spasm.

Tranquilizer with muscle-relaxant action

DISCOVERED AND INTRODUCED BY WWW WALLACE LABORATORIES, New Brunswick, N.J.



CM-3706-R2

HE MILTOWN MOLECITE

# CITRA CITRA CITRA CITRA CITR CITRA A CITRA "NOT 'TIL YOU GET OVER THAT NASTY COLD!" CITRA CITRA CITRA CITRA CITRA CITRA

## For common colds, coughs, hay-fever and allergies—Citra capsules or syrup!

#### 5 way action

- 1. Restore and maintain capillary integrity 2. Decongestant
- 3. Antihistaminic 4. Analgesic 5. Antipyretic (capsules) Expectorant (syrup)

Hesperidin and Vitamin C aid in restoring and preserving normal capillary function, important in the control of colds and allergies. Phenylephrine HCI. assists in clearing nasal and bronchial tracts. Multiple anti-histamines alleviate undesirable side effects without reducing antihistamine effectiveness. For analgesic and antipyretic effect, the capsules contains a powerful "APC" group. For its analgesic effect, the syrup contains dihydrocodeinone, more potent than codeine, less constipating, with low addiction liability. Sedative expectorant action in the syrup is achieved with potassium chloride, sodium-free salt.

#### 5 way approach

	Each CITRA CAPSULE provides:	
(1)	Hesperidin purified (Citrus Bioflavonoid) 100.0	mg
	Vitamin C 50.0	mg.
(2)	Phenylephrine Hydrochloride 5.0	mg.
(3)	Prophenpyridamine Maleate 6.25	mg.
,	Methapyrilene Hydrochloride 8.33	mg.
	Pyrilamine Maleate 8.33	mg.
(4 & 5)		mg.
,	Acetophenetidin120.0	mg.
	Caffeine Alkaloid 30.0	mø

#### Each 5 cc. (teaspoonful) of CITRA SYRUP contains:

(1)	Hesperidin Methyl Chalcone		
	(Citrus Bioflavonoid)	8.33	mg
	Vitamin C	30.0	mg
(2)	Phenylephrine Hydrochloride	2.5	mg
(3)	Prophenpyridamine Maleate	2.5	mg
	Pyrilamine Maleate	3.33	mg
(4)	Dihydrocodeinone Bitartrate	1.66	mg
(5)	Potassium Citrate	50.0	mg
	In a flavored syrup base, Alcohol 2%		
	Exempt Narcotic		

#### PROFESSIONALLY PROMOTED, ONLY

Both Citra formulas available at all prescription pharmacies. Citra Capsules packaged in bottles of 100 and 1000. Citra Syrup in pints and gallons. Literature on request.

#### BIBLIOGRAPHY:

Steinberg, Harry; Use of Double Antihistamine in the Treatment of Allergies, Annals of Allergy; 13:183, 1955 • Sokoloff, B.; The Capillary Syndrone in Viral Infections, Treatment with Citrus Flavonoids, Am. J. Digestive Diseases, 22:7, Jan. 1955. • Biskand, Morton S. and William Coda Martin: "The use of Citrus Flavonoids in Respiratory Infections" Am. J. of Digestive Diseases, 22, No. 2, 41, February 1955. • Boines, George J.; Annals of New York Academy of Sciences, 61:3721, 1955. • Selsman, G. J., and S. Horoschak, 1950. The treatment of Capillary fragility with Hesperidin and Vitamin C. Am. J. Digestive Diseases, 17:92.



BOYLE & COMPANY Los Angeles 54, California



# **MYSTECLIN SUSPENSION**

Steclin-Mycostatin

(Squibb Tetracycline-Nystatin)

Another form of the only broad spectrum antibiotic preparation with added protection against monilial superinfection

PLEASANT TASTING — Mysteclin Suspension is pleasantly fruit-flavored and will appeal to taste-conscious youngsters as well as to adults who prefer liquid medication.

**BROADLY EFFECTIVE** — Mysteclin Suspension provides well tolerated therapy for the many common infections which respond to tetracycline—and also acts to prevent monilial overgrowth.

**READY-TO-TAKE** — Mysteclin Suspension requires no reconstitution and can be given by simple teaspoon dosage to patients of all ages.

MYSTECLIN SUSPENSION: a fruit-flavored oil suspension containing the equivalent of 125 mg. Steclin (Squibb Tetracycline) Hydrochloride and 125,000 units Mycostatin (Squibb Nystatin) per 5 cc. teaspoonful. Supplied in two-ounce bottles.

Also available as Capsules (250 mg. Steclin Hydrochloride and 250,000 units Mycostatin) and Half Strength Capsules (125 mg. Steclin Hydrochloride and 125,000 units Mycostatin).





Squibb Quality - the Priceless Ingredient

'MYSTECLIN'®, 'STECLIN'®, AND 'MYCOSTATIN'® ARE SQUIBB TRADEMARKS

distinctive readings throughout the critical range...

# COLOT-Galibeated EST

the urine-sugar test with the standardized, laboratory-controlled color scale

- full color calibration for the urine-sugar spectrum
- easily read, firmly established blue-to-orange scale
- sharp color distinction between readings



AMES COMPANY, INC · ELKHART, INDIANA Ames Company of Canada, Ltd., Toronto

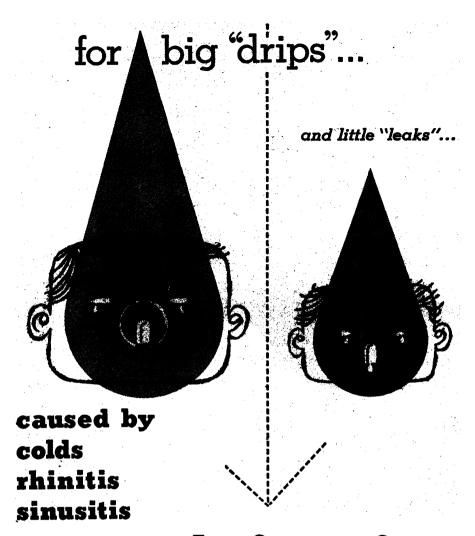
# The Original Alseroxylon

# for the Somatic AND the Psychic Phase of

In addition to its gentle antihypertensive action, Rauwiloid provides psychic tranquility and overcomes tachycardia. Thus Rauwiloid participates in *both* the somatic and psychic phases of therapy for hyper-

tension. Treatment in *all* types of hypertension may begin with Rauwiloid. 80% of mild labile hypertensives require no additional therapy. Dosage is definite and easy: two 2 mg. tablets at bedtime.





# Novahistine

CHECKS IRRITANT SECRETIONS CLEARS AIR PASSAGES **ORALLY** 

Novahistine works better than antihistamines alone. The distinct additive action of a vasoconstrictor, phenylephrine HCl, with an antihistaminic, prophen-pyridamine maleate, combats allergic reactions...provides marked nasal decongestion and drying of secretion.

Oral dosage avoids misuse of nose drops, sprays and inhalants by patients ...eliminates rebound congestion. Novahistine will not cause jitters or insomnia.

#### NOVAHISTINE FORMULAS

Each Novahistine Tablet or 5 cc. of Elixir provides 5.0 mg. of phenylephrine HCl and 12.5 mg. of prophenpyridamine maleate. Novahistine Fortis Capsules, Novahistine with APC and Novahistine with Penicillin contain twice the amount of phenylephrine.

Novahistine Elixir Novahistine Tablets Novahistine Fortis Capsules Novahistine with APC Novahistine with Penicillin

#### PITMAN-MOORE COMPANY

Division of Allied Laboratories, Inc., Indianapolis 6, Indiana

### Fundamental advance in the battle against

# HYPER

# An <u>oral</u> antihypertensive that gives the convenience of <u>oral</u> administration, the reliability of parenteral injection

INVERSINE is a totally new antihypertensive agent. It is mecamylamine, a secondary amine, chemically different from all other ganglionic blocking agents.

INVERSINE is both potent and reliable on oral administration. It has been proved therapeutically effective in the treatment of hypertension, and has been used by many investigators on thousands of patients.

In one of many clinical trials,\* "The over-all response rate was 92%, and 24% of the patients became normotensive." Investigators have found INVERSINE to be "...the most potent...of the three drugs in reducing the blood pressure ..." [INVERSINE and two other ganglionic blocking agents.]

Completely absorbed when it is given by mouth, INVERSINE "... has such a gradual onset and offset of action that a continuous and effective level of blockade can be readily achieved ..."<sup>2</sup>

INVERSINE Provides Many Clinical Advantages.

- 1. Excellent reproducibility of effects.
- 2. Most potent of all available oral ganglionic blockers (10 to 20 times more potent than pentolinium and about 90 times more potent than hexamethonium).
- **3.** Smooth, predictable response. In a given patient, the same dose of INVERSINE elicits the same blood pressure response, time after time, with minimal day-to-day fluctuation.
- **4.** Remarkable physiologic economy (because completely absorbed), resulting in long duration of action, sustained effect.
- 5. Gradual onset of effect.
- **6.** Small oral dosage produces required hypotensive effect
- 7. Effective even in patients refractory to hexamethonium and other ganglionic blocking agents.

# INVER

# TENSION

#### **ADDITIONAL ADVANTAGES**

When INVERSINE is used for ganglionic blockade, some patients suffering from hypertension may experience relief of pre-existing headache and angina pectoris.

Many patients with retinopathy, congestive heart failure and electrocardiographic abnormalities have shown signs of improvement during treatment with INVERSINE.

#### SIDE EFFECTS

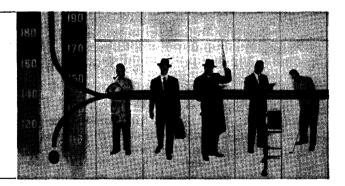
INVERSINE (mecamylamine) is a very potent agent which must be used with care. Side effects observed during clinical use are due to excessive pharmacologic action, and may be minimized by careful adjustment of dosage and close supervision of the patient.

#### References

- Nover, J. H., et al.: Drug Therapy of Hypertension: Preliminary Observations on the Clinical Use of Mecamylamine (A Ganglionic Blocking Agent) in Combination with Rauwolfia for the Treatment of Hypertension, Med. Rec. & Ann. 49:390 (Sept.) 1955.
- 2. Sturgis, C. C., et al.: Advances in Internal Medicine, J. Michigan M. Soc. 55:154 (Feb.) 1956.
- \*In this clinical trial all patients were given, in addition to one of the ganglionic blocking agents, a constant daily amount of reserpine.

INVERSINE is a registered trademark of Merck & Co., Inc.

The same dose provides the same results ...day after day



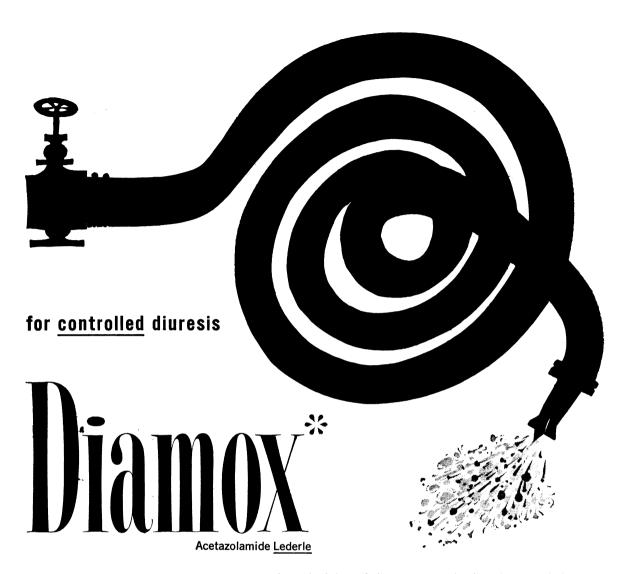
S MECAMYLAMINE HYDROCHLORIDE



MERCK SHARP & DOHME
DIVISION OF MERCK & CO., INC.
PHILADELPHIA 1, PA.

DOSAGE: Inversine should be individually titrated against patient's orthostatic blood pressure response. Initial dose, 2.5 mg. twice daily, increased by 2.5 mg. at intervals of not less than 2 days. Average daily dose 25-30 mg.

SUPPLIED: Inversine is available in compressed tablets for oral administration: 2.5 mg, scored tablets and 10 mg, quarter-sected tablets in bottles of 100.



Non-toxic Non-mercurial Simple, oral dosage DIAMOX is an inhibitor of the enzyme carbonic anhydrase; it is not a mercurial or xanthine derivative. It causes prompt, ample diuresis, but its effect lasts only six to twelve hours. As a result, the patient taking DIAMOX in the morning is assured a normal, uninterrupted night's rest.

DIAMOX is not toxic, nor does it accumulate in the body, and patients are slow to develop a tolerance for it. This remarkable drug is therefore well-suited to long-term treatment. Dosage is simple and convenient: one tablet taken orally, each or every other morning.

Indications: cardiac edema, premenstrual tension, acute glaucoma, epilepsy, obesity, and the toxemia and edema of pregnancy.

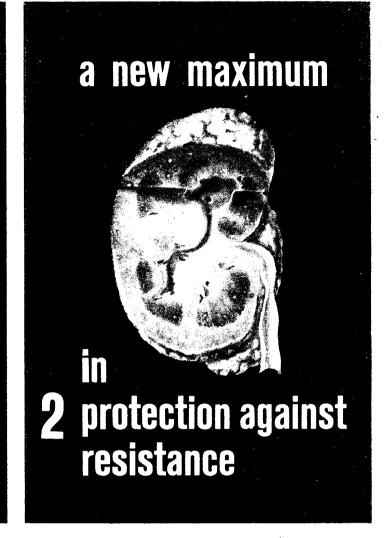
NOW THE MOST WIDELY PRESCRIBED ORAL DIWRETIC!

Tablets of 250 mg. (also in ampuls of 500 mg. for parenteral use when oral ingestion is impractical.)

LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, N. Y.



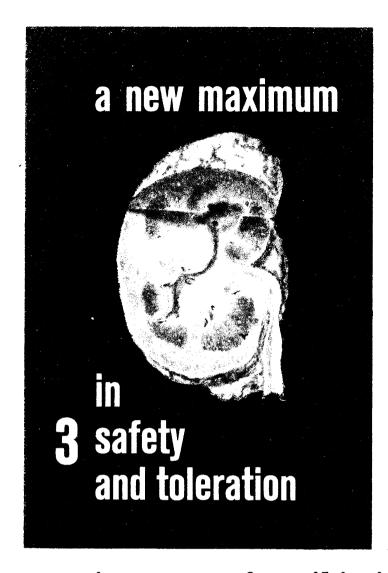
a new maximum
in
1 therapeutic
effectiveness



DEW

OLEANDOMYCIN TETRACYCLINE

TO meet the



in antibiotic therapy...

particularly for the 90% of

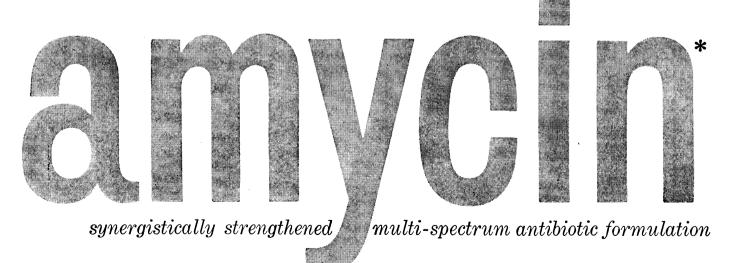
patients treated

at home or in the office...

The new synergistic formulation of tetracycline with oleandomycin (Matromycin) brings to antibiotic therapy a new extended antimicrobial spectrum which includes even "resistant" staphylococci, while it provides protection against the emergence of new resistant strains. Indicated in genitourinary infections due to  $E.\ coli,\ A.\ aerogenes,\ streptococci\ or\ mixed\ flora;\ may\ also\ be\ considered\ for\ gonorrhea\ and\ nonspecific\ urethritis.$ 

Supplied: Capsules, 250 mg. (oleandomycin 83 mg., tetracycline 167 mg.).

# requirements of antibiotic therapy today

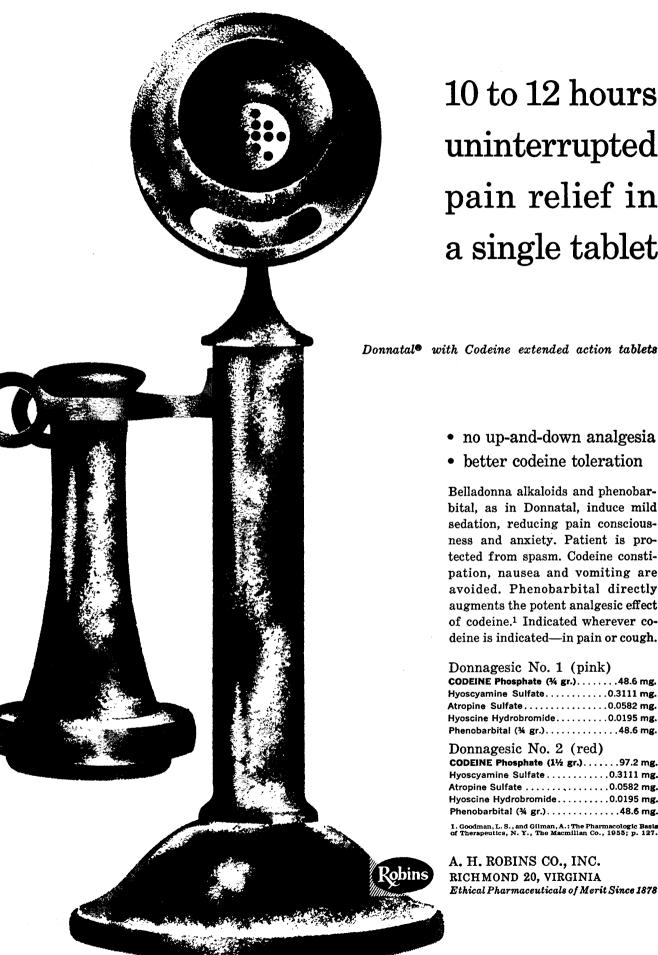


World Leader in Antibiotic Development and Production



PFIZER LABORATORIES, Division, Chas. Pfizer & Co., Inc., Brooklyn 6, N. Y.

# for the first time...extended action codeine



10 to 12 hours uninterrupted pain relief in a single tablet

• no up-and-down analgesia

• better codeine toleration

Belladonna alkaloids and phenobarbital, as in Donnatal, induce mild sedation, reducing pain consciousness and anxiety. Patient is protected from spasm. Codeine constipation, nausea and vomiting are avoided. Phenobarbital directly augments the potent analgesic effect of codeine.1 Indicated wherever codeine is indicated—in pain or cough.

Donnagesic No. 1 (pink)

CODEINE Phosphate (% gr.)	48.6 mg.
Hyoscyamine Sulfate	0.3111 mg.
Atropine Sulfate	0.0582 mg
Hyoscine Hydrobromide	0.0195 mg.
Phenobarbital (% gr.)	48.6 mg.

### Donnagesic No. 2 (red)

CODEINE Phosphate (1½ gr.)	97.2 mg
Hyoscyamine Sulfate	0.3111 mg
Atropine Sulfate	0.0582 mg
Hyoscine Hydrobromide	0.0195 mg
Phenobarbital (% gr.)	48.6 mg

A. H. ROBINS CO., INC. RICHMOND 20, VIRGINIA Ethical Pharmaceuticals of Merit Since 1878

# WMA

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# is SPEAKING FOR YOU

THE WORLD MEDICAL ASSOCIATION is the *only* world-wide non-governmental association dedicated to free enterprise in medicine.

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# WITHOUT DISTURBING MENTAL ACUITY

ATARAXIC
IN LIQUID FORM

PROMPT-ACTING, GOOD-TASTING



ATARAX SYRUP



Chicago 11, Illinois

FAST —begins to induce "peace of mind" within 15 minutes.1

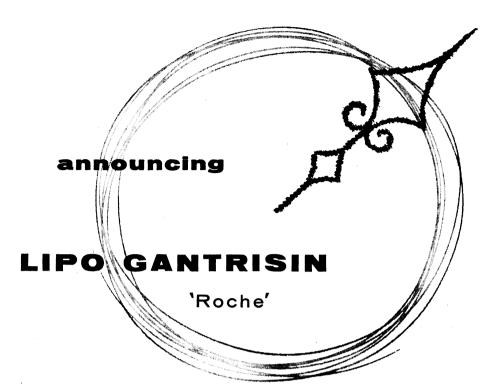
**EFFECTIVE**—approximately 90% clinical response in anxiety and tension states.<sup>1, 2, 3</sup>

**WELL-TOLERATED**—virtually no side effects are reported. No toxic action on liver, blood or brain.<sup>1, 2, 3</sup>

**DOSAGE:** Adults, usually one 25 mg. tablet or two tsp. Syrup, t.i.d. Children, usually one 10 mg. tablet or one tsp. Syrup, once or twice daily. Adjust as needed.

SUPPLIED: In tiny 25 mg. (green) tablets, and 10 mg. (orange) tablets, bottles of 100. ATARAX Syrup in pint bottles, containing 2 mg. ATARAX per cc.

References. 1. Farah, Luis: Int. Rec. of Med. & Gen. Prac. Clin. 169:379 (June) 1956. 2. Shalowitz, M.: Geriatrics, July, 1956. 3. Robinson, H. M. et al: J.A.M.A. 161:604 (June 16) 1956.



## For round-the-clock therapy With two doses a day

Lipo Gantrisin 'Roche'—a new, palatable liquid for antibacterial therapy—offers three significant features:

- 1. Only two doses a day needed in most cases
- 2. Adequate twelve-hour blood levels after a single dose
- **3.** Same therapeutic advantages as Gantrisin 'Roche'

Lipo Gantrisin® Acetyl—brand of acetyl sulfisoxazole in vegetable oil emulsion

Each teaspoonful (5 cc) contains the equivalent of 1 gm of sulfisoxazole in the form of acetyl sulfisoxazole announcing Hesper-C Prenatal, the *only complete* preparation with hesperidin and ascorbic acid as capillary-protective factors plus conventional prenatal vitamin and mineral supplementation—

a precaution
in normal pregnancy,\*

# a necessity in habitual abortion

\*It is estimated that 10% to 20% of all pregnancies end in spontaneous abortion. In a high percentage of these patients, there is objective evidence of increased capillary fragility.<sup>1,2</sup> The capillary-protective factors in Hesper-C Prenatal restore and maintain capillary integrity<sup>3,4</sup>... increase the number of live births.

Hesperidin Complex 100 mg. Ascorbic Acid 100 mg. Vitamin A Acetate 1000 USP units Vitamin D. 200 USP units Thiamine Mononitrate 1.25 mg. Riboflavin 0.75 mg. Nicotinamide 5.0 mg. Vitamin B18 0.75 micrograms Folic Acid 0.05 mg. Folic Acia
Pyridoxine Hydrochloride (B<sub>6</sub>)
1.67 mg. Calcium Pantothenate 1.0 mg. Ferrous Gluconate (2.5 mg. iron) 21.6 mg. Calcium Carbonate (83.3 mg. calcium) 208.25 mg. Copper Sulfate
(0.5 mg. copper)
2.0 mg.
Potassium Iodide
(0.05 mg. iodine) 0.065 mg. In bottles of 100 and 500 capsules. Recommended daily dose: Two capsules t.i.d. References: 1. Greenblatt, R.B.: Obst. & Gynec. 2:530, 1953. 2. Javert, C. T.: Ann. New York Acad. Sc. 61:700, 1955. 3. Barishaw, S. B.: Exp. Med. Surg. 7:358, 1949.
4. Selsman, G. J. V. & Horoschak,

S.: Am. J. Dig. Dis. 17:92, 1950.

Products of Original Research THE NATIONAL DRUG COMPANY
Philadelphia 44, Pa.

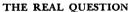
# HOW OLD IS OLD?

"The really old people are those 10 years older than myself."

"In the lay mind, anyone past 60 is ready for the discard..."2

"... there are only three principal phases in the span of life: infancy, adolescence and senescence."

"One finds alert, interesting, active folks in the 80's and, on the other hand, there are people in the 20's and 30's who have all the characteristics of old age." 4

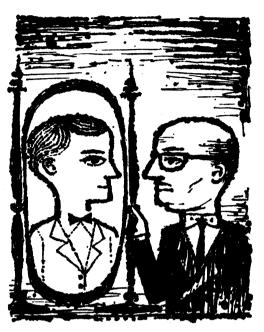


To the physician on the firing line of daily practice, the question of "how old is old?" seems academic. To him, a more valid question is "How can I allay the effects of the aging process?"



#### FIVE PROBLEMS IN AGING

The answer, according to most authorities, is manifold, for five treatable problems seem to predominate. One, obviously, is gonadal hormone decline. Another is mild anemia. A third is the decreased production of gastric and digestive enzymes. Mineral-vitamin deficiency is the fourth. And the fifth — perhaps most important—is inadequate high-quality protein intake.



#### THERAPY FOR AGING

Judging from this confused clinical picture of aging, therapy for the problem would appear difficult. However, most physicians agree that a product which could correct most or all of these five commonest problems would remove past obstacles to satisfactory response. Such a product would, essentially, be true "preventive geriatrics."

#### NEOBON'S COMPREHENSIVE FORMULA

NEOBON®, a product of Roerig research, is a blended combination of the five most commonly indicated factors for prevention or treatment of the nonacute conditions of aging. Each soft, soluble capsule provides:

Non-stimulatory gonadal hormone replacement balanced hematinic component digestant enzyme replacement specially formulated mineral-vitamin combination new lysine, for protein improvement\*

\* Protein deficiency among the aging apparently stems from their excessive intake of white-flour foods which furnish incomplete protein of low biologic value. White bread protein, for example, has been shown by nutrition studies in animals<sup>5</sup> to be deficient only in the amino acid, lysine. In human subjects metabolic determinations indicate that the addition of supplemental lysine to a basal white-flour protein diet can convert a negative nitrogen balance into a positive one. <sup>6</sup>



# A WORD ABOUT SYMPTOMATOLOGY

In spite of jokes to the contrary, the patient who

states in the professional office that "old age is creeping up" is a rare bird indeed.

Seldom is old age the presenting complaint. Thus the physician, after correcting the specific complaints, must re-evaluate the whole person to judge his candidacy for "preventive geriatrics." Such people have much to gain from NEOBON therapy. The rewards are fuller, more active, more pleasurable years for patients past 40. The daily dose (3 capsules) of NEOBON provides:

L-lysine	_	_				_	_		_		150	mσ.
Methyltestosterone		•	Ī	•	•	•	•	•	٠	•		mg.
Ethinyl Estradiol	•	•	•	•	•	•	•	•	•	'n	.018	
Ethinyl Estradiol . Pancreatic Substance	**:	*	•	•	•	•	•	:	•			mg.
Glutamic Acid		•	•	•	•	•	•	•	•	•	90	mg.
		•	•	•	•	•	•		•			
Rutin Vitamin A (Palmitate)	•	•	•	•	•	•	٠,			`~	<b>_15</b>	mg.
Vitamin A (Paimitate)	÷	•	٠		•	•					.P. U	
Vitamin D (Irradiated	FLE	(OS	terc	"	•	•	•	ы	υ	U.Ş	.P. U	nits
Vitamin E (as Tocophe	ryı	AC	eta	te)		•	•	•	•	•		
Calcium Pantothenate	•	•	٠.	•_	•				•		15	
Thiamine Mononitrate	: (\	/ita	ımir	ıΒ	1)						1.5	mg.
Riboflavin (Vitamin B	2)										1.5	mg.
Pyridoxine Hydrochlor	ride	e ('	Vita	mi	n B	(۵					1.5	mg.
Niacinamide		•				•					150	mg.
Niacinamide . Ascorbic Acid (Vitami	n C	:)									150	
Vitamin B <sub>12</sub> (Oral Con	ce	ńtr	ate)	١.						·	3 r	ncg.
Folic Acid			,		Ī	-	Ī	·	•	•	0.3	
Folic Acid Liver-Stomach Substa	nce	**	•	•	•	•	•	•	•	•	300	
Iron (from Ferrous GI	iicc	, nna	tė١	•	•	•	•	•	•		10.2	
Cobalt (from Cobalton	16	Sii	lfat	نہ	•	•	•	:			0.1	mg.
Molybdenum (from So	di.	·m	Mo	ĭ.,	4-1	٠.	•					mg.
Copper (from Cupric S	If	ato	,,,,,	1,70	uat	<b>C</b> )		:			í	mg.
Manganese (from Man												
Magnasium (from Mag	gai	iou	3 3		ate,		•	•	•	•	1	mg.
Magnesium (from Mag	ne	Siu	m 9	uit	ate	)	•				~ 1 <u>5</u>	mg.
lodine (from Potassius	וַ ח	oaı	ae)		٠.	•	•	•	•	•	0.15	
Potassium (from Potas	SSİI	um	Su	tat	:e)	•	•	•	•	•	5	mg.
Zinc (from Zinc Sulfa	te)										1.2	mg.
**Enzymatically act	ive	e d	efa	tte	d n	nat	eria	al c	bbl	tain	ed f	rom
1,500 mg. whole f	res	sh I	ive	r ai	nd :	sto	mad	ch.				

1,500 mg. whole fresh liver and stomach. \*\*\*Enzymatically active defatted material obtained from 750 mg. of whole fresh pancreas.

Dosage: 3 capsules daily, with meals.

Supplied: Bottles of 60 capsules, prescription only.

# NEW NEOBON LIQUID

### A GERIATRIC TONIC

Now also available for your consideration is NEOBON LIQUID, which provides hematinic action, improved carbohydrate and protein utilization, gonadal and thyroid hormone supplementation and a mild antidepressant action.

The pleasant tasting liquid is especially indicated when a combined attack against nutritional, physiological and mental depression is indicated. Each tea-

spoonful (5 cc.) of pleasant-tasting NEOBON LIQUID contains:

Ferrous Glucona	ıte											30 m	١g.
Ascorbic Acid .											•	50 m	
d-Amphetamine	Sul	fate	•									0.5 m	
Folic Acid												167 mg	
Vitamin B <sub>12</sub> .												2.5 mc	
I-Thyroxine .												0.1 m	
Ethinyl Estradio	١.							:	-			1 mc	
Methyltestoster	one	-							•	•	•	1 m	σ.
Liver Fraction I		-			:	•	•	•	•	•	•	25 m	
											:		
Dosage: One te	asp	oon	tul	tw	ice	da	illy	be	efoi	e	mea	als, or	as
required.													
Supplied: In 10	A flu	ıid (	nur	nce	bo	Hle	. 26	nre	eci	in	tion	only.	
cabbildat III T			·u.		-		,	۲.,	.30	.,		only.	

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ary) 1955. 5. Rosenberg, H. R., et al.: Arch. Biochem. and Biophys. 49:263, 1954. 6. Bricker, M., Mitchell, H. H. and Kinsman, G. M.: J. Nutrition 30:269, 1945. 7. Masters, W. H. and Ballew, J. W.: Gerlatrics 10:1, 1 (January) 1955.



# Ulcer protection that <a href="lasts all night">lasts all night</a>:

# Pamine\*

lablets	Methscopolamine bromide
	Average dosage (ulcer): One tablet one-half hour before meals, and 1 to 2 tablets at bedtime.
	Supplied: Bottles of 100 and 500 tablets
Syrup	Each 5 cc. (approx. 1 tsp.) contains:  Methscopolamine bromide
• .	Dosage: 1 to 2 teaspoonfuls three or four times daily.
	Supplied: Bottles of 4 fluidounces
Sterile	Each cc. contains:  Methscopolamine bromide
Solution	Dosage: 0.25 to 1.0 mg. (¼ to 1 cc.), at intervals of 6 to 8 hours, subcutaneously or intramuscularly.

Supplied: Vials of 1 cc.

The Upjohn Company, Kalamazoo, Michigan

# Symptomatic relief...plus!



# Achrocidin

Tetracycline-Antihistamine-Analgesic Compound

ACHROCIDIN is a comprehensive formula for treatment of complications of the common cold, particularly when bacterial sequelae are observed or expected from the patient's history or during widespread infections.

Distressing symptoms of malaise, headache, muscular pain, mucosal and nasal discharge are rapidly relieved.

And potent prophylaxis is offered against other diseases, such as otitis media, sinusitis, adenitis, and bronchitis, to which the patient may be highly vulnerable at this time.

ACHROCIDIN is convenient for you to prescribe—easy for the patient to take. Average adult dose: two tablets four times daily.

#### Available on prescription only

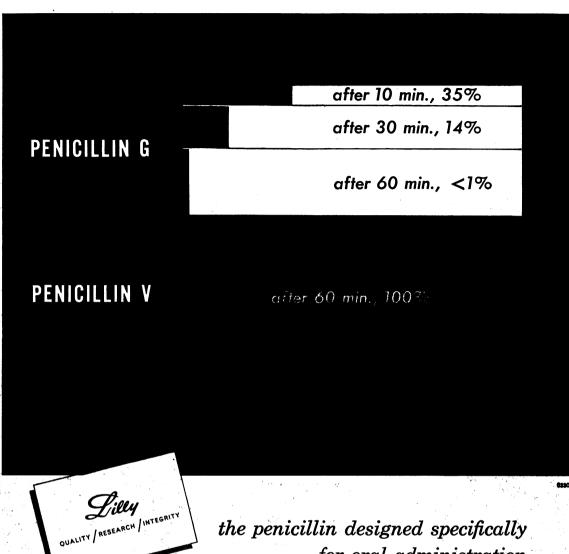
Each tablet contains:

ACHROMYCIN® Tetracycline Phenacetin	125 120	mg.
Caffeine	30	mg.
Salicylamide		

Bottle of 24 tablets



LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, N.Y.



the penicillin designed specifically for oral administration

'V-Cillin' is the only penicillin that passes through the stomach without significant loss of potency and is rapidly absorbed in the duodenum. Thus, 'V-Cillin' usually gives you a clinical dependability comparable to that of parenteral penicillin. In fact, the literature generally agrees that 'V-Cillin' can be effectively and safely used in many conditions previously treated parenterally.

DOSAGE: 125 to 250 mg. (200,000 to 400,000 units) t.i.d.

SUPPLIED: Pulvules-125 and 250 mg.

Pediatric suspension—125 mg. per 5-cc. teaspoonful

Also, 'V-Cillin-Sulfa' (Penicillin V with Triple Sulfas, Lilly)

tablets

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# APPLICATION FOR HOUSING ACCOMMODATIONS

FOR YOUR CONVENIENCE in making hotel reservations for the coming meeting of the California Medical Association, April 28-May 1, 1957, Los Angeles, hotels and their rates are at the right. Use the form at the bottom of this page, indicating your first and second choice. Because of the limited number of single rooms available, vou will stand a much better chance of securing accommodations of your choice if your request calls for rooms to be occupied by two or more persons. All requests for reservations must give definite date and hour of arrival as well as definite date and approximate hour of departure; also names and addresses of all occupants of hotel rooms must be included.

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# Eighty-sixth Annual Session CALIFORNIA MEDICAL ASSOCIATION Los Angeles, California APRIL 28-MAY 1, 1957

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Single	Double	Twin Beds	Suites
9.00-17.00		12.00-20.00	28.00-36.00
15.00-21.00		22.00-26.00	38.00-48.00
		12.00	20.00-25.00
7.00-9.00	10.50	11.50-12.50	18.00
6.00-8.00	9.00-10.00	10.00-12.00	17.00-22.00
11.00-16.00		16.00-23.00	31.00
	9.00-17.00 15.00-21.00 7.00-9.00 6.00-8.00	9.00-17.00 15.00-21.00 7.00-9.00 10.50 6.00-8.00 9.00-10.00	9.00-17.00

\*The above quoted rates are existing rates but are subject to any change which may be made in the future.

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Please reserve the following accommodate April 28 - May 1, 1957.	ions for the 86th Annual Session of	the California Medical Association, in	Los Angeles
Single Room \$	Double Bedded Room \$	Twin Bedded Room \$	•••••••••••
Small Suite \$	Large Suite \$	Other Type of Room \$	
First Choice Hotel	Second Choice Hotel		
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THE NAME OF EACH HOTEL GUEST MUT twin bedded room requested. Names and rooms asked for:		· •	
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- Fractures, Tuesdays, February 19 through March 26, 1957. Twelve hours. Fee: \$30.00.
- Sterility. Thursdays, March 7 through April 25, 1957. Sixteen hours plus four 2-hour clinics.\*
- Six Half-day Symposia. Every other Wednesday, March 6 through May 15, 1957. Twelve hours.\*
- Contact: Thomas H. Sternberg, M.D., Assistant Dean for Postgraduate Medical Education, U.C.L.A., Los Angeles 24. BRadshaw 2-8911, Ext. 202.

#### UNIVERSITY OF CALIFORNIA. SAN FRANCISCO

- Dynamic Concepts in Medical Practice. Thursday, Friday and Saturday, January 10 to 12, 1957. Eighteen hours, Fee: \$50.00.
- Postgraduate Conference Clinics in Dermatology.

  January 11 and 12, 1957. Fourteen hours.\*
- Iron in Clinical Medicine (International Symposium). January 28 and 29, 1957. Sixteen hours.\*
- Course for General Practitioners. Monday through Friday, March 4 to 8, Mount Zion Hospital. Thirty hours.\*
- Fundamental Principles of Radioactivity and the Diagnostic and Therapeutic Uses of Radioisotopes. Two or three month course limited to one enrollee per month. Tuition: \$250.00 per month.
- Contact: Seymour M. Farber, M.D., Head, Postgraduate Instruction, Office of Medical Extension, University of California Medical Center, San Francisco 22. Montrose 4-3600, Ext. 665.

## UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES

- Home Course in Electrocardiography. Physicians may register at any time and receive all 52 issues. Fifty-two weeks. Fee: \$100.00.
- Cardiac Resuscitation. Sponsored by the Los Angeles County Heart Association each Wednesday throughout the year, 4 to 6 p.m. Residents admitted without fee. Tuition for all other physicians: \$30.00. (Each session all-inclusive.)
- Conferences and Live Clinics in Diseases of the Liver and Biliary Tract. All day, each day, Friday, Saturday and Sunday, March 22, 23, and 24, 1957. Hotel Statler and Los Angeles County Hospital. Fee: \$65.00.
- Contact: Phil R. Manning, M.D., Director, Postgraduate Division, University of Southern California School of Medicine, 2025 Zonal Avenue, Los Angeles 33. CApital 5-1511.

#### COLLEGE OF MEDICAL EVANGELISTS

- Surgical Anatomy: Dissection, Demonstration and Lectures, Thorax, Abdomen and Pelvis. Mondays and Wednesdays, January 14 through April 17, 1957. 104 hours.
- Varicose Veins, the Peripheral System. Tuesdays, January 15 through February 26, 1957. Fourteen hours.
- Surgical Anatomy: Demonstration and Lectures, Thorax, Abdomen and Pelvis. Wednesdays, January 16 through April 17, 1957. Twenty-six hours.

- Management of Infertility. Thursdays, January 17 through March 7, 1957. Twelve hours.
- Operative Surgery. Wednesdays, March 20 through June 5, 1957. Thirty hours.
- Gynecology. Wednesdays, March 27 through May 29, 1957. Ten hours.
- Thoracic Surgery. Wednesdays, April 24 through May 15, 1957. Eight hours.
- Contact: Chairman, Section on Graduate and Postgraduate Medicine, College of Medical Evangelists, 1720 Brooklyn Ave., Los Angeles 33. ANgelus 9-9131, Ext. 205.

# CALIFORNIA MEDICAL ASSOCIATION POSTGRADUATE COURSES

- AUDIO DICEST FOUNDATION, a nonprofit subsidiary of the C.M.A., now offers (on a subscription basis) a series of hour-long tape recordings designed to keep the physician abreast of current happenings in his particular field. Composed of practice-useful abstracts from 600 leading journals, with short lectures and editorial comments from prominent physicians, Audio Digest offers programs covering general practice, surgery, internal medicine, obstetrics and gynecology, and pediatrics.
- Contact: Claron L. Oakley, editor, 6767 Sunset Blvd., Hollywood 28, Calif.
- WEST COAST CIRCUIT in cooperation with University of Southern California School of Medicine:
  - San Luis Obispo—Mondays, February 18, 25, March 4, 11, 1957.
  - Santa Maria—Tuesdays, February 19, 26, March 5, 12, 1957.
  - Santa Barbara—Wednesdays, February 20, 27, March 6, 13, 1957.

### POSTGRADUATE INSTITUTES, 1957

- SOUTHERN COUNTIES (Riverside, Orange and San Bernardino) in cooperation with University of California, Los Angeles, February 14 to 15, 1957, Disneyland Hotel, Anaheim. Chairman: H. C. Barron, M.D., 4030 Eighth Street. Riverside.
- West Coast Counties in cooperation with University of Southern California, March 7 to 8, 1957, Golden Bough Theater and La Playa Hotel, Carmel. Chairman: Edwin W. Tucker, M.D., 1073 Cass Street, Monterey.
- San Joaquin Counties in cooperation with University of California, San Francisco, March 21 to 22, Hotel Californian, Fresno. Chairman: Richard H. Whitten, M.D., 2912 Fresno Street, Fresno.
- NORTH COAST COUNTIES in cooperation with Stanford University, April 11 to 12, 1957, Odd Fellows Hall, Santa Rosa. Chairman: Robert S. Quinn, M.D., 185 Sotoyome Avenue, Santa Rosa.
- SACRAMENTO VALLEY COUNTIES in cooperation with College of Medical Evangelists, June 20 to 21, 1957, Tahoe Tavern, Lake Tahoe. Chairman: C. M. Blumenfeld, M.D., 4700 Parkridge Road, Sacramento.
- Contact: One of the chairmen listed above, or Mrs. Margaret H. Griffith, Director, Postgraduate Activities, California Medical Association, 417 So. Hill Street, Los Angeles 13. Madison 6-0683.

<sup>\*</sup>Fees to be announced.

### **Medical Dates Bulletin**

#### JANUARY MEETINGS

- AMERICAN BOARD OF SURGERY examination, Part II, Los Angeles, January 14 and 15; San Francisco, January 17 and 18
- SOUTHERN CALIFORNIA CHAPTER, AMERICAN COLLEGE OF SURGEONS, Biltmore Hotel, Santa Barbara, January 18, 19, and 20. Contact: Max R. Gaspar, M.D., Secretary-Treasurer, 211 Cherry Avenue, Long Beach 2.
- California Rural Health Council Third Annual Conference on Rural Health, January 25 and 26, Hotel Senator, Sacramento. Contact: Glenn Gillette, associate director, Public Relations, California Medical Association, 450 Sutter Street, San Francisco.
- AMERICAN FEDERATION FOR CLINICAL RESEARCH, Wednesday afternoon and Thursday morning, January 30 to 31, Golden Bough Theater and La Playa Hotel, Carmel.
- WESTERN ASSOCIATION OF PHYSICIANS, Wednesday morning and Friday afternoon, January 30 and February 1, Golden Bough Theater, La Playa Hotel, Carmel.†
- WESTERN SOCIETY FOR CLINICAL RESEARCH, Wednesday afternoon, Thursday and Friday mornings, Golden Bough Theater and La Playa Hotel, Carmel,†
- Section on Diseases of the Chest, Los Angeles County Medical Association and Los Angeles County Tuberculosis and Health Association Sixth Biennial Postgraduate Course on Diseases of the Chest, All day each day January 31 to February 2 at Los Angeles County Medical Association, 1925 Wilshire Blvd., Los Angeles. Contact: David Salkin, M.D., Veterans' Hospital, San Fernando.

#### FEBRUARY MEETINGS

- CONGRESS ON INDUSTRIAL HEALTH, A.M.A. Council on Industrial Health. Biltmore Hotel, Los Angeles, February 3 to 6. *Contact:* American Medical Association, 535 North Dearborn St., Chicago 10.
- AMERICAN COLLEGE OF CHEST PHYSICIANS Postgraduate Course on Diseases of the Chest. February 25 through March 1, 9 a.m.-5 p.m., Mark Hopkins Hotel, San Francisco. Contact: Mr. Murray Kornfeld, executive director, 112 East Chestnut Street, Chicago 11.

#### MARCH MEETINGS

- MEDICAL ADVISORY BOARD, UNITED CEREBRAL PALSY ASSOCIATION all day Symposium on Cerebral Palsy, San Francisco, March 2. Guest speaker: Dr. Samuel P. Hicks, Pathologist, Harvard Medical School. Contact: Mrs. Marjorie E. Brush, executive director, 47 Kearny St., San Francisco 8 or phone EXbrook 2-1862.
- SOCIETY OF GRADUATE SURGEONS OF LOS ANGELES COUNTY HOSPITAL Surgical Forum, March 4 to 8, Ambassador Hotel, Los Angeles. *Contact:* Wm. F. Roe, M.D., 14431 Hamlin St., Van Nuys, Calif.
- College of Medical Evangelists School of Medicine Annual Alumni Postgraduate Convention. Refresher courses, White Memorial Hospital, March 10 and 11; Scientific Assembly, Biltmore Hotel, March 12 to 14, both in Los Angeles. Contact: Walter B. Crawford, managing director, Alumni Postgraduate Convention, 316 N. Bailey St., Los Angeles 33, or telephone: ANgelus 2-2173.

#### APRIL MEETINGS

- REGIONAL MEETING INTERNATIONAL COLLEGE OF SURGEONS, Santa Barbara, California, April 1 to 2. Contact: Ross V. Parks, M.D., 1930 Wilshire Blvd., Los Angeles 57.
- LETTERMAN ARMY HOSPITAL "Surgery in Acute Trauma," 8 a.m. to 4:30 p.m., April 1 to 3.‡
- California Society of Anesthesiologists, Inc., Annual Meeting, Sun Valley, Idaho, April 9th. Contact: Francis E. Guinney, M.D., secretary, 2790 Monte Mar Terrace, Los Angeles 64.
- UNITED STATES-MEXICO BORDER PUBLIC HEALTH ASSOCIATION Fifteenth Annual Meeting, April 9 to 12, San Antonio, Texas. *Contact:* Donald G. Davy, M.D., State Department of Public Health, 2151 Berkeley Way, Berkeley.
- Valley Children's Hospital Spring Clinics, Roosevelt High Auditorium, Fresno. *Contact:* Valley Children's Hospital, Millbrook and Shields Avenue, Fresno.
- LETTERMAN ARMY HOSPITAL "Oral Surgery," 8 a.m. to 4:30 p.m., April 22 to 26.‡
- CALIFORNIA MEDICAL ASSOCIATION Annual Meeting, Ambassador Hotel, Los Angeles, April 28 to May 1. Contact: John Hunton, executive secretary, 450 Sutter St., San Francisco 8, or Ed Clancy, director of Public Relations. 417 S. Hill St., Los Angeles 13.

#### SUMMER AND FALL MEETINGS, 1957

- CALIFORNIA HEART ASSOCIATION Annual Meeting Lafayette Hotel, San Diego, May 17, 18, and 19. Contact:

  J. Keith Thwaites, executive director, California Heart Association, 1428 Bush Street, San Francisco.
- WESTERN BRANCH, AMERICAN PUBLIC HEALTH ASSOCIA-TION annual meeting, Lafayette Hotel, Long Beach, May 29 and June 1. Contact: Mrs. L. Amy Darter, Secretary-Treasurer, State Dept. Public Health, 2151 Berkeley Way, Berkeley.
- CHILDREN'S HOSPITAL OF THE EAST BAY Pediatric Seminar and Clifford Sweet Lectures, June 7 to 8. Guest lecturer: Sydney S. Gellis, M.D., Boston. *Contact:* James Dennis, M.D., medical director, 5105 Dover St., Oakland 9.
- IDAHO STATE MEDICAL ASSOCIATION 65th Annual Meeting, Sun Valley, June 16 to 19. Contact: Mr. Armand L. Bird, executive secretary, 364 Sonna Bldg., Boise, Idaho.
- WYOMING STATE MEDICAL SOCIETY ROCKY MOUNTAIN MEDICAL CONFERENCE Annual Joint Meeting, Jackson Lake Lodge, Moran, Wyoming, June 16 to 19. Contact: H. L. Harvey, M.D., Casper, Wyoming.
- Washington State Medical Association Annual Meeting, Olympic Hotel, Seattle, Washington, September 15 to 18. Contact: Mr. Ralph W. Neill, executive secretary, 1309 Seventh Ave., Seattle, Washington.
- San Francisco Heart Association 28th Annual Postgraduate Symposium on Heart Disease, October 2 to 4, St. Francis Hotel, San Francisco. *Contact:* Lawrence I. Kramer, Jr., executive director, 604 Mission St., San Francisco.
- CALIFORNIA SOCIETY OF INTERNAL MEDICINE Annual Meeting, October 25 to 27, El Mirador, Palm Springs. Contact: Mrs. Mildred B. Coleman, assistant secretary, 350 Post St., San Francisco 8.

<sup>†</sup> For information contact: Joseph Ross, M.D., associate dean, UCLA Medical Center, Los Angeles 24.

<sup>‡</sup> Contact: Major Max E. Knickerbocker, MSC, Chief of Education and Training Branch, Letterman Army Hospital, San Francisco.

# **ROLICTON**\*

(BRAND OF AMINOISOMETRADINE)

- oral b.i.d. dosage
- continuous control of edema

The new, highly effective oral diuretic, Rolicton, greatly simplifies the task of maintaining an edema-free state in the patient with congestive heart failure. Rolicton meets the criteria for a dependable diuretic: continuous effectiveness, oral administration and clinical safety.

In extensive clinical studies the diuretic response clearly indicates that a majority of patients can be kept edema-free with Rolicton. In these investigations it was noted that side reactions were uncommon. When they did occur they were usually mild.

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One tablet of Rolicton b.i.d., after meals, is usually adequate for maintenance therapy after the first day's dosage of four tablets. Some patients respond well to one tablet daily. G. D. Searle & Co., Chicago 80, Illinois. Research in the Service of Medicine.



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Each tablet contains 400 mg. of Rolicton, brand of aminoisometradine, is 1-methallyl-3-methyl-6-aminotetrahydropyrimidinedione.

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superior specific dermacoid



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+ NEOMYCIN FOR

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Reserved for topical use for Bronly

MAGNACORT is a dermacoid—a unique, new steroid highly active in topical use only and therefore reserved specifically for topical therapy.

NEO-MAGNACORT ideally unites the new dermacoid with an outstanding topical antibiotic, neomycin, for unsurpassed dual anti-inflammatory, anti-infective therapy.

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MAGNACORT is several times more potent topically than hydrocortisone and effects marked dermal diffusion and penetration.

MAGNACORT provides remarkably rapid, dependable and frequently superior suppression of itching, edema, swelling, oozing and other symptoms of a variety of inflammatory dermatoses—with only 1/2 of 1% concentration. It can be effective where other topicals are unsatisfactory or inadequate.

NEO-MAGNACORT extends the same therapeutic advantages, along with those of neomycin, for therapy of primary skin infections or dermatitis complicated or threatened by infection.

# dermatologic corticoid

# GNACORT\*

INFECTION

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# **EXCELLENT**TOLERATION

Clinical trials also reveal that MAGNACORT and NEO-MAGNACORT are virtually non-sensitizing and rarely produce other undesirable local effects. No instances of rebound dermatitis have been reported.



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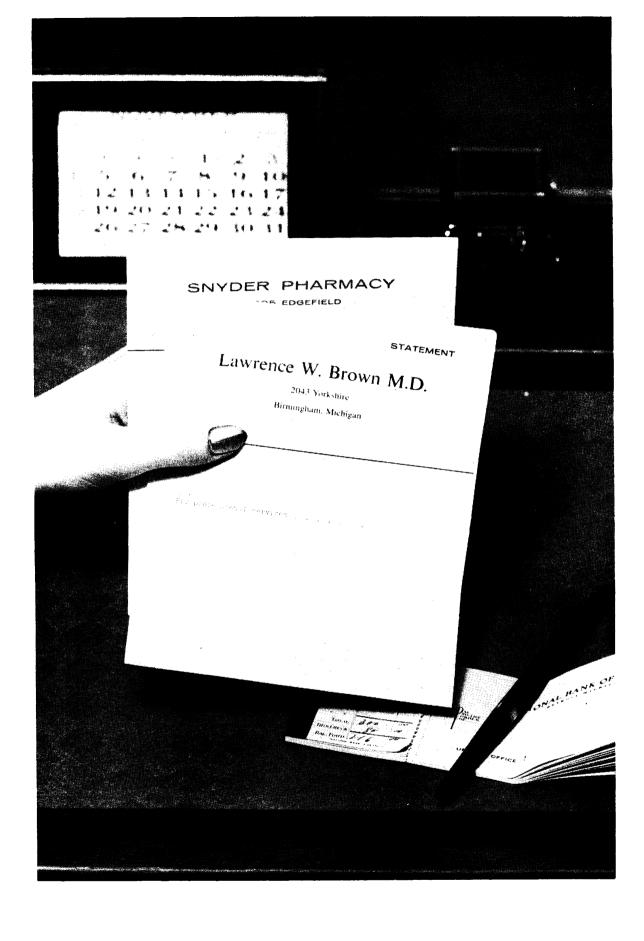
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The added tranquilizer control, desirably easing mental stress, also directly assists clinical progress. It minimizes the chance of exacerbation related to emotional strain and facilitates patient confidence and cooperation in the therapeutic program toward maximum rehabilitation.

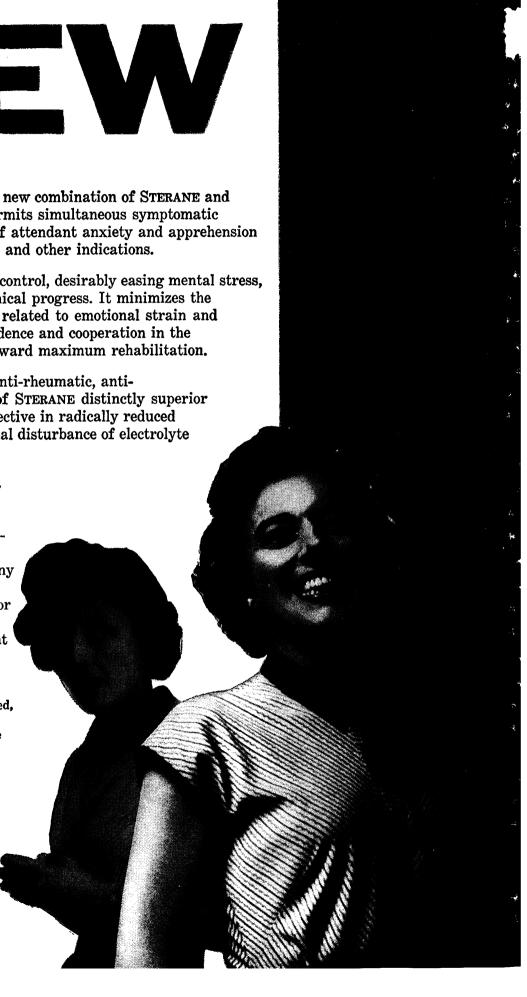
ATARAXOID exerts the anti-rheumatic, antiinflammatory activity of STERANE distinctly superior to previous steroids, effective in radically reduced dosage, and with minimal disturbance of electrolyte and fluid metabolism.

The ataractic effect is a central neuro-relaxing action - the result of a marked cerebral specificity - free of mental fogging and devoid of any major complications: no reported liver, blood or brain damage. This peace-of-mind component is also used in the lowest dosage range.

Supplied: Each green, scored, ATARAXOID oral tablet contains 5 mg. prednisolone (STERANE) and 10 mg. hydroxyzine hydrochloride (ATARAX). Bottles of 30 and 100.

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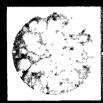
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controls the symptoms and the apprehension

In Rheumatoid Arthritis, other collagen diseases, bronchial asthma and inflammatory dermatoses support...
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Methischol is a safe, simple form of "liver insurance" which helps to halt and even reverse liver damage in many patients by acting to . . .

prevent the deposition in and aid in the removal of fat from the liver

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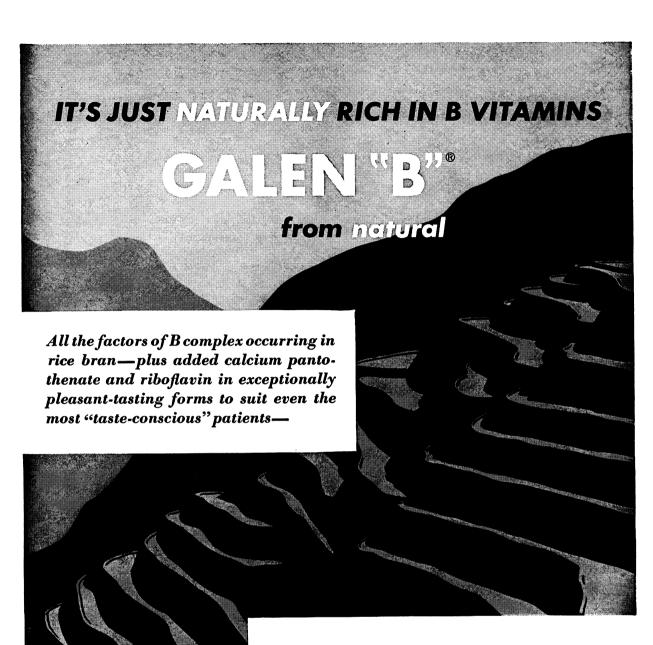
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ELIXIR GALEN "B"® FORTIFIED—each fluid ounce contains not less than: Thiamine 10.0 mg.; Riboflavin 5.0 mg.; Niacin and niacinamide 60.0 mg.; Pyridoxine 4.5 mg.; Pantothenic acid 12.0 mg.; Inositol 112.0 mg.; Choline 150.0 mg.; Biotin 0.015 mg.; Iron (as iron and ammonium citrate) 32.0 mg.; Manganese (as manganese citrate) 16.0 mg., plus all other factors of the B complex group natural to rice bran.

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As an organ of expression, the skin is often the site of physical reactions to psychic tensions. These disorders are an indication for Equanic as a valuable adjunct to your usual dermatological measures. In all skin disturbances, whether anxiety is a cause or an effect of the disease, Equanic promotes a needed control over the emotional component. It relieves anxiety, reduces muscular tension, and encourages restful sleep.<sup>2</sup>

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- Wittkower, E., and Russell, B.: Emotional Factors in Skin Disease. Paul B. Hoeber, Inc., New York, 1953, p. 4.
- Lemere, F.: Northwest Med. 54:1098 (Oct.) 1955.

anti-anxiety factor with muscle-relaxing action



... a valuable adjunct to the customary therapy

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# Compazine\*

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a true "tranquilizer" with specific action in psychic and psychosomatic conditions

indicated in mental and emotional disturbances—mild and moderate—encountered in everyday practice

available in 5 mg. tablets

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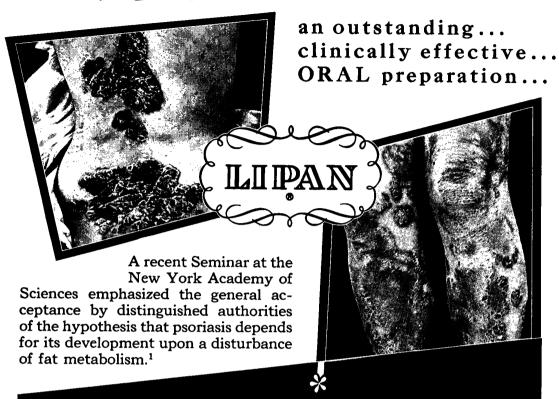
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Clinical evidence indicates psoriasis may be due to a disturbance of the lipid metabolism, evidently caused by a deficiency of pancreatic enzymes.2,3,4

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LIPAN - and nothing but LIPAN, as maintenance regimen may keep patients free of lesions.4

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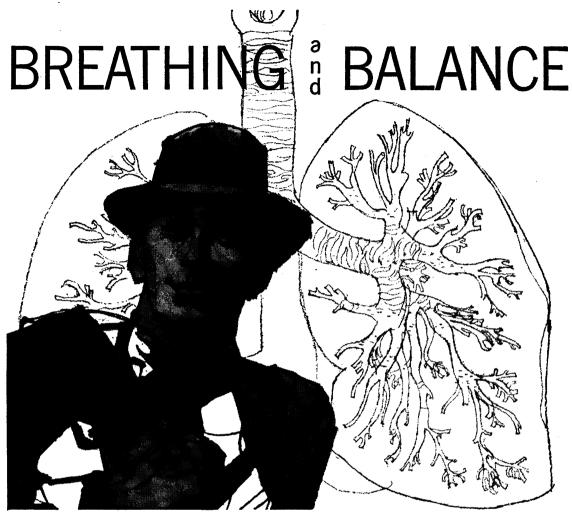
AVAILABLE: BOTTLES 180's and 500's

- Seminar; Psoriasis: N. Y. Academy of Sciences, Oct. 17, 1955.
   Harris, O. J., et al. The Treatment of Psoriasis with Whole Defatted Pancreatic Substance. New York Physician & American Medicine, 37.4 (Nov. 1951).
   Harris, O. J., et al. Whole Defatted Pancreatic Substance in The Treatment of Psoriasis. Jrl. Lancet, 72:7 p: 328-330 (July 1952).
- Combes, F. C., Management of Psoriasis As a Metabolic Lipid Dis-turbance. New York State Journal Medicine, 54:13 (July 1954).

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# Sterane Sterane

# whenever corticosteroids are indicated

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Supplied: White, 5 mg. oral ablets, bottles of 20 and 100. Pink, 1 mg. oral tablets, bottles of 100. Both are deep-scored.

\*Schwartz, E.: New York J. Med. 56:570, 1956.

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promotes "early, clean and healthy healing"

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This confirms previous findings regarding the efficacy of soothing, protective, non-irritant Desitin Ointment—rich in cod liver oil—to accelerate healing in many other skin conditions...diaper rash, ulcers (decubitus, varicose, diabetic), etc.

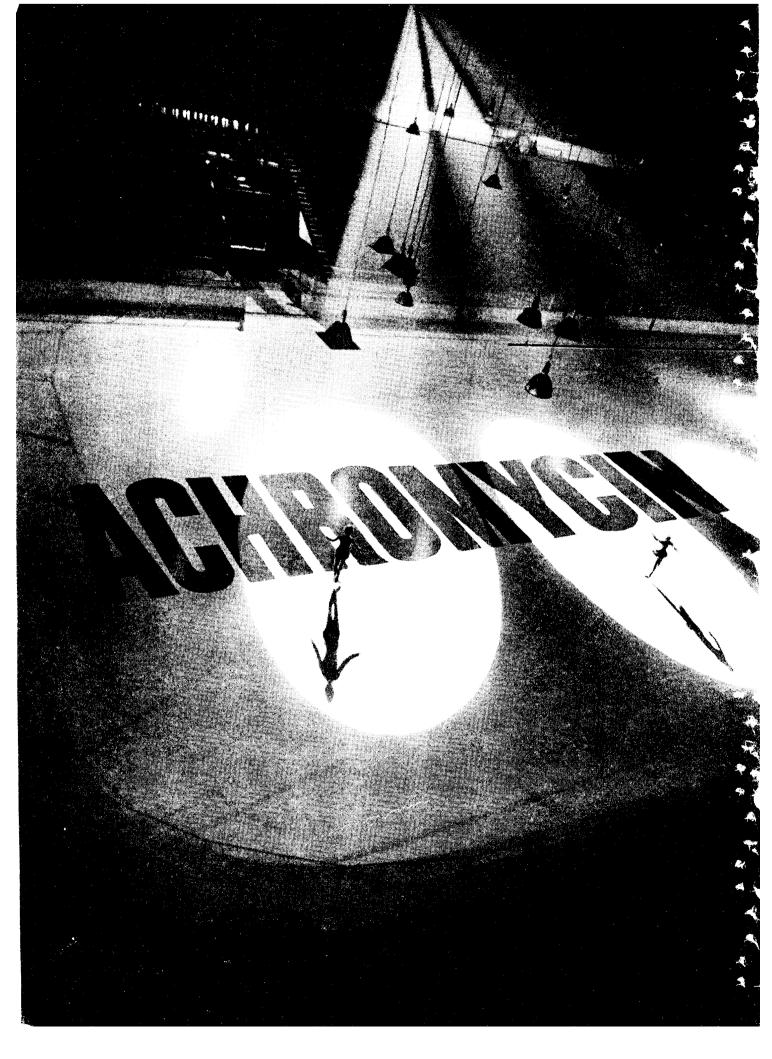
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### **DESITIN** CHEMICAL COMPANY

812 Branch Ave., Providence 4, R. I.

1. Grayzel, H. G., and Schapiro, S.: Western J. Surgery, Obstet. & Gyn., Oct. 1956.

Desitin Ointment contains Norwegian cod liver oil, zinc oxide, talcum, petrolatum, and lanolin.





# **ACHROMYCIN**

Hydrochloride Tetracycline HCl Lederle

in the treatment of

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UROLOGISTS report the decided advantages of oral efficacy, minimal side effects, and wide range antibacterial activity offered by ACHROMYCIN in the treatment of urinary tract infections.

Finland's group of patients with acute infections of the urinary tract (principally E. coli) demonstrated excellent response, both clinical and bacteriological, following administration of tetracycline.

Prigot and Marmell<sup>2</sup> reported 49 out of 50 patients with gonorrhea showed a negative smear and culture on the first post-treatment visit. Purulent discharge disappeared in these patients within 24 hours after a usual 1.5 Gm. dose of tetracycline.

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English, et al.4 noted that a daily dose of 1 to 1.5 Gm. of tetracycline resulted in urinary levels as high as 1 mg. per milliliter.

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\*REG. U.S. PAT. OFF.

References:
1. Finland, M., et al.: J.A.M.A. 154:561 (Feb. 13) 1954.
2. Prigot, A. and Marmell, M. Antibiotics and Chemotherapy 4:1117 (Oct.) 1954.
3. Trafton, H. and Lind, H.: idem 4:697 (June) 1954.
4. English, A., et al.: idem 4:441 (April) 1954.



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GENERAL PRACTITIONER, married, under 35 years of age to assist 3 man general practice. Salary progressing to active partnership. Call nights and week-end to be rotated. Rapidly growing California community of 8,000 and within 60 miles of San Francisco. Fully equipped office with Clinical Laboratory, X-ray, et cetera. 8 minutes from Hospital Facilities. Box 93,055, California Medicine.

OPHTHALMOLOGIST—Opportunity for solo or associate practice with certified long established, man. Northern California. Excellent prospects. Write details of background, et cetera, to Box 93,115, California Medicine.

CALIFORNIA LICENSED PHYSICIAN SURGEONS WANTED: Contact us for registration forms and information on our many excellent opportunities in California. Outstanding openings in GENERAL PRACTICE, INDUSTRIAL AND THE SPECIALTIES ... associations, assistantships, groups, locations for private practice in NORTHERN, CENTRAL AND SOUTHERN CALIFORNIA. PACIFIC COAST MEDICAL BUREAU agy., 703 Market Street, SAN FRANCISCO, or 510 West Sixth Street, LOS ANGELES.

ORTHOPEDIC SURGEON, California, Boards or eligible, for association with established Board Orthopedic Surgeon leading to partnership. Start \$15,000 per year. Send qualifications and plan personal visit to J. Howard Varney, M.D., 1801 - 28th Street, Bakersfield, California.

PEDIATRICIAN AND INTERNIST, BOARD CERTIFIED OR QUALIFIED. Well established group, Brentwood, West Los Angeles. Independent practice available from outset. Ideal working conditions, fast start. Box 92,275, California Medicine.

#### SITUATIONS WANTED

GENERAL PRACTITIONER—Main interest surgery. Age 45. 20 years practice Middle West. Desires relocation in California. Association or purchase of active practice. California licensed. Box 92,125, California Medicine.

GENERAL SURGEON, Board Eligible, 31, desires association with surgeon or group. Box 93,105, California Medicine.

M.D., AGE 32, MARRIED. Two years surgical training. Military obligation completed. Available July 1957. Will do general practice. Desires association with Surgeon, G.P. doing surgery or with group. Will consider taking practice of retiring M.D. Please address replies to M.D., Box 120-D, R.D. No. 2, Petersburg, Virginia.

OPHTHALMOLOGIST: Unusual opportunity to associate with Board Certified Ophthalmologist, Southern California. Salary \$1,000 month to start, partnership within two (2) years. Send all details in first letter, photograph, if possible. Box 93,100, Camornia Medicine.

PHYSICIAN WITH EXCELLENT GENERAL SURGICAL TRAINING and experience desires location or association. California license, age 38, married, family. Southern California city of 10,000-20,000 preterred. Box 95,120, California Medicine.

RADIOLOGIST—BOARD CERTIFIED, authorized to use Radioactive Isotopes. Age 39, married, good health, Class IV veteran, experienced. Excellent references. Desires association with Radiology group or partnership. San Francisco Bay Area preferred. Box 93,040, California Medicine.

NEW YORK PSYCHIATRIST, middle-aged, Board eligible, experienced in individual and group analytical therapy, also physical therapy, seeks association with individual, group or practice opportunity in California. Box 93,075, California Medicine.

#### PRACTICES FOR SALE

GOING PRACTICE FOR SALE. Should net more than \$12,000 first year. Building and equipment \$13,000 total price. Physician now leasing, will show set up. Location Parker, California, one-half hour from Fresno. Terms. M. Jerome Micklin, M.D., (A-12542) 8801 Paso Robles, Northridge, California. Telephone: DIckens 2-8110.

WELL ESTABLISHED GENERAL PRACTICE of woman physician in growing San Joaquin Valley City. Equipment optional, reasonable office rent. Execulent hospital facilities, open staff. Leaving permanently to specialize. Will introduce. Available January 1st. Box 93,110, California Medicine.

ACTIVE GENERAL PRACTICE in the Newport Harbor area For Sale.

Doctor leaving for residency in July, 1957. 1879 Newport Avenue,
Costa Mesa, California.

GENERAL PRACTICE—Orange County, beautiful beach resort town.
Grossing \$15,000 after only a few years. Ideal for settling down in growing area. Small initial investment including equipment and facilities. Available now. Leaving to specialize. Write Box 295, Newport Beach, California.

### OFFICES FOR RENT OR LEASE

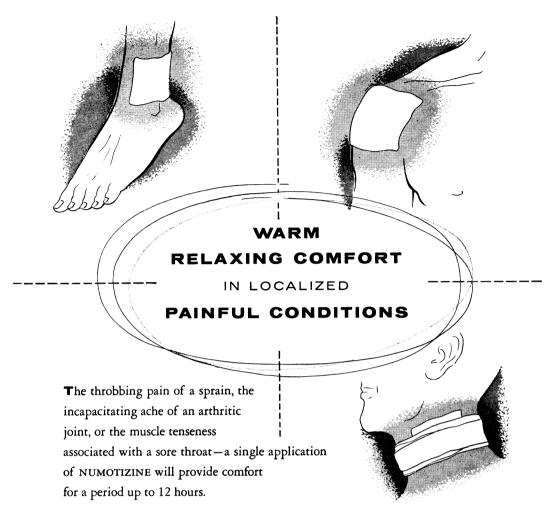
FOR RENT—Location for specialist in growing community in centrally located Medical Building in suburban metropolitan area of Oakland. California. Excellent opportunity for dermatologist, neurosurecom. obstetrician-gynecologist, orthopod, orolaryngologist, pathologist, pediatrician, radiologist, urologist. Reasonable rent. Now available. San Leandro Medical Building Co., 1556 Leonard Drive. San Leandro, California. TRinidad 2-9200.

DELUXE SUITES, three (3) available. Eden Medical Building, the only medical building directly across from a new 250-bed hospital, located in Castro Valley, with 40,000 population, Alameda County, California. Terrific opportunity for GP or Orthopedic specialty. Rent approximately 35c per sq. ft. Pick your own colors and layouts. For further information write Eden Medical Building Corp., 14222 East 14th Street, San Leandro, California.

FOR LEASE—Attractive suite with living quarters for physician. Located at 224 South Church Street in fog and smog free Grass Valley, California. Close to hunting, fishing, boating and winter sports. Two hours to Lake Tahoe or Squaw Valley. Inquire Frank Kieffer. 107 Bank Street, Grass Valley, California.

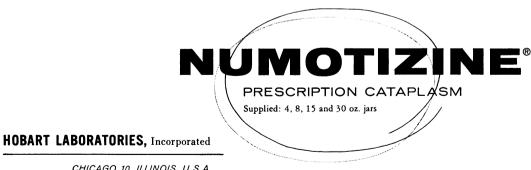
FOR SALE OR LEASE—DOCTOR'S OFFICE—Modern Medical Office architecturally designed for a staff of two (2). Excellent location, three car garage with additional parking facilities, excellent arrangement, attractive price. Situated in the City of Auburn. Will show by appointment. Alvin F. Carveth, 899 Lincoln Way, Auburn, Calif. Phone TUrner 5-2448.

(Continued on Page 96)



Acting as a warm, moist dressing, NUMOTIZINE produces soothing hyperemia and analgesia in both traumatic and inflammatory congestive conditions.

**NUMOTIZINE** is simple to apply, requiring no heating of the area, no frequent change of dressings. As a topical application, it avoids the gastric irritation of oral analgesic medication. It is compatible with systemic medication.



CHICAGO 10, ILLINOIS, U.S.A.

FORMULA: Guaiacol 2.60, Beechwood Creosote 13.02, Methyl Salicylate 2.60, Sol. Formaldehyde 2.60, Polyols and Aluminum Silicate q.s. 1000 parts.

# Meat...

# Good Nutrition and Endocrine Functioning

Maintenance of homeostasis attuned to health devolves upon good nutrition and normal functioning of the enzyme and endocrine systems.<sup>1,2,3</sup> Conversely, by impairing vital activities of the endocrines, poor nutrition can seriously disturb production of hormones needed to regulate metabolic processes.

Intense and prolonged deficiency in essential nutrients and food energy depresses pituitary, gonadal, and other endocrine activity, leading to subnormal physiologic states. Clinical studies exposing male volunteer subjects to a semistarvation diet produced symptoms resembling those of various endocrine dysfunctions.<sup>4</sup> Since the pituitary and other hormones are protein in nature, it appears logical to assume that protein nutrition plays an important part in their synthesis.<sup>5</sup>

Meat, by supplying valuable amounts of high quality protein, B vitamins, essential minerals, and fat containing unsaturated fatty acids, contributes importantly to any role that good nutrition may play in the maintenance of the endocrines, their functioning, and the production of hormones.

The nutritional statements made in this advertisement have been reviewed by the Council on Foods and Nutrition of the American Medical Association and found consistent with current authoritative medical opinion.

American Meat Institute
Main Office, Chicago... Members Throughout the United States

Ralli, E. P., and Dumm, M. E.: The Hormonal Control of Metabolism, in Wohl, M. G.: Modern Nutrition in Health and Disease, Philadelphia, Lea and Febiger, 1955, pp. 57-74.

McHenry, E. W.: Nutrition and Endocrine Function, Borden's Review of Nutrition Research, 16:17 (Mar.-Apr.) 1955.

Ershoff, B. H.: Conditioning Factors in Nutritional Disease, Physiol. Rev. 28:107 (Jan.) 1948.

Keys, A.; Brozek, J.; Henschel, A.; Mickelsen, O., and Taylor, H. L.: The Biology of Human Starvation, Minneapolis, University of Minnesota Press, 1950.

<sup>5.</sup> Samuels, L. T.: Progress in Clinical Endocrinology, New York, Grune and Stratton, 1950, p. 509.



# When agitation must be controlled...

SPARINE offers dramatic tranquilizing action. In your practice, it is a means to simplify difficult management to bring acute agitation under prompt control.

SPARINE is well tolerated on intravenous, intramuscular, or oral administration. Toxicity is minimal—no case of liver damage has been reported. Parenteral use offers (1) minimal injection pain; (2) no tissue necrosis at the injection site; (3) potency of 50 mg. per cc.; (4) no need for reconstitution before injection. Professional literature available upon request.



HYDROCHLORIDE

Note: Before administering SPARINE, it is important for the physician to review the information in the package circular, especially those parts of it dealing with administration, dosage, and possible side-effects.

Philadelphia 1, Pa

### **ALCOHOLISM?**

A DEMAND for alcohol not to be confused with RESULTS of excessive drinking.

### TREATMENT?

CONDITIONED RESPONSE THERAPY—not to be confused with so-called aversion treatments.

### **RESULTS?**

- ✓ Lack of desire for alcoholic beverages.
- ✓ Return of self confidence and self respect.
- ✓ Lessening of depression as shown by Minnesota Multiphasic Personality Inventory
  Score before and after Conditioned Response Therapy.

### **EFFECTIVENESS?**

Published reports indicate that when applied in a hospital exclusively for Conditioned Response Therapy an abstinence rate of 50 to 60% may be expected.

# Woodside Acres Hospital MEMBER AMERICAN HOSPITAL ASSOCIATION

Exclusively for Alcoholism

**1600 GORDON STREET** 

**EMerson 8-4134** 

REDWOOD CITY, CALIFORNIA

LLOYD F. ECKMANN, Director

Medical Staff:

WILLIAM D. KOON, M.D.

THOMAS H. BOONE, M.D.



tablets

## 'V-Cillin-Sulfa'

## ...combine the superior oral penicillin and three sulfonamides

'V-Cillin-Sulfa' provides you greater control over a wider range of microorganisms. 'V-Cillin' (Penicillin V, Lilly) and sulfas used concurrently produce faster and more effective antibacterial action in certain infections. In general, the combination is most beneficial in mixed infections, infections due to bacteria only moderately susceptible to either agent, and conditions in which bacterial resistance might develop.

The much higher penicillin blood levels produced by 'V-Cillin' and the effectiveness and safety of the triple sulfas make 'V-Cillin-Sulfa' your most valuable preparation of its type.

DOSAGE: 1 to 2 tablets q.i.d.

SUPPLIED: Each tablet provides 125 mg. (200,000 units) 'V-Cillin' plus 0.5 Gm. sulfas—equal parts of sulfadiazine, sulfamerazine, and sulfamethazine.

TH ANNIVERSARY 1876 . 1956 / ELI LILLY AND COMPANY



Relieves cough quickly and thoroughly • Effect lasts up to six hours permitting a comfortable night's sleep • Controls useless cough without impairing expectoration • Rarely causes constipation

Syrup and oral tablets. Each teaspoonful or tablet of HYCODAN\* contains 5 mg. dihydrocodeinone bitartrate and 1.5 mg. MESOPIN.† Average adult dose: One teaspoonful or tablet after meals and at bedtime. May be habitforming. Available on your prescription.

ENDO LABORATORIES INC. Richmond Hill 18, New York

thrand of homatropine methylbromide



\*U.S. Pat. 2,630,400



# For Pain-Free of everyday

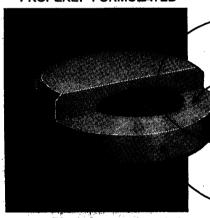
In "Rheumatism"\*

 $\mathbf{M}$  ultiple

# TEMP

combine:

THE PROPER FORMULA PROPERLY FORMULATED



Physical separation of the steroid component from the aluminum hydroxide as provided by the Multiple Compressed Tablet construction assures full potency and stability of prednisolone. +
-ASPIRIN (0.3 Gm.)
-+
-ASCORBIC ACID (50 mg.)....
+

\* Early rheumatoid arthritis
Rheumatoid spondylitis
Osteoarthritis
Still's disease
Psoriatic arthritis
Bursitis

ANTACID (0.2 Gm)...

Synovitis
Tenosynovitis
Myositis
Fibrositis
Neuritis

### **Performance**

activities

**Patients** 

Compressed Tablets



for anti-inflammatory, anti-rheumatic benefits at effective low dosage.

for analgesia plus additional anti-rheumatic activity.

for anti-stress support that guards against adrenal ascorbic acid depletion.

(Ascorbic Acid present as 60 mg. Sodium Ascorbate.)

dried aluminum hydroxide gel minimizes the possibility of gastric distress.

DOSAGE: 1-4 TEMPOGEN Tablets t.i.d. or q.i.d. (TEMPOGEN Forte, 1 or 2 tablets t.i.d. or q.i.d.) for one or two weeks. Then lower by 1 tablet every four or five days to maintenance level.

SUPPLIED: TEMPOGEN and TEMPOGEN Forte—in bottles of 100 Multiple Compressed Tablets. (TEMPOGEN Forte provides 2 mg. of prednisolone.)



#### now you can prescribe

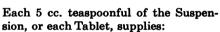
# 4 sulfas

in a delicious suspension...no unpleasant aftertaste

# DELTAMIDE

THE PREFERRED QUADRI-SULFA MIXTURE
Suspension Tablets

Finicky patients are on your side when you prescribe Deltamide Suspension. Its delightful synthetic chocolate-like flavor completely masks the taste of sulfas. Deltamide Suspension can safely be given to children and other patients sensitive to chocolate.



Sulfadiazine 0.167 Gm.
Sulfamerazine 0.167 Gm.
Sulfamethazine 0.056 Gm.
Sulfacetamide 0.111 Gm.

Tablets: Bottles of 100 and 1000. Suspension: 4 and 16 oz. bottles.



Try Deltamide in urinary tract infections. Action is rapid and side effects rare. Deltamide is economical for your patients.

When the situation also calls for penicillin —

DELTAMIDE w/Penicillin

Each tablet or 5 cc. of suspension contains—in addition—250,000 units of potassium penicillin G.

Tablets: Bottles of 36 and 100. Powder for suspension: 60 cc. bottles to provide 2 oz. of suspension by adding 40 cc. of water.



THE ARMOUR LABORATORIES

A DIVISION OF ARMOUR AND COMPANY. . KANKAKEE, ILLINOIS

in 1 therapeutic effectiveness



DEW to meet the



in antibiotic therapy...

particularly for the 90% of

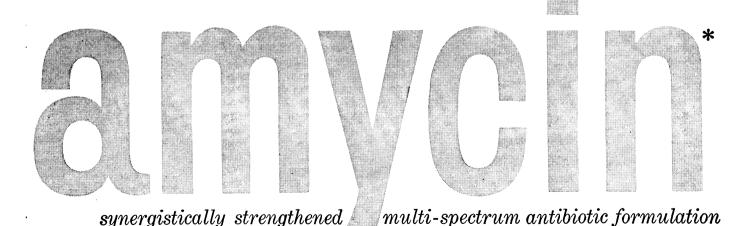
patients treated

at home or in the office...

The new synergistic formulation of tetracycline with oleandomycin (Matromycin) brings to antibiotic therapy a new extended antimicrobial spectrum which includes even "resistant" staphylococci, while it provides protection against the emergence of new resistant strains. Indicated in the treatment of pneumonia (with or without bacteremia) caused by pneumococci, streptococci, staphylococci, or mixed flora; primary atypical pneumonia.

Supplied: Capsules, 250 mg. (oleandomycin 83 mg., tetracycline 167 mg.).

### requirements of antibiotic therapy today



World Leader in Antibiotic Development and Production



PFIZER LABORATORIES, Division, Chas. Pfizer & Co., Inc., Brooklyn 6, N. Y.

Side Reactions With Various Hypotensive Drugs

postural hypotension

collapse

black Othie OF

renal complications

WITH UNIT

constipation

depression

edema

THESE

CIZZINESS EN-R

bone marrow depression

collagen-like illness

G.I. hemorrhage

when you treat hypertension with drugs...

**TRY** 

### UNITENSEN-R

FIRST

a combination ideally suited for treating moderate to severe hypertension where blood pressure has to be lowered Each tablet contains:

Cryptenamine. 1 mg. (as the tannate salt) Reserpine. 0.1 mg. For prescription economy: prescribe Unitensen-R in 50's 1 tablet b.i.d.

#### also available—

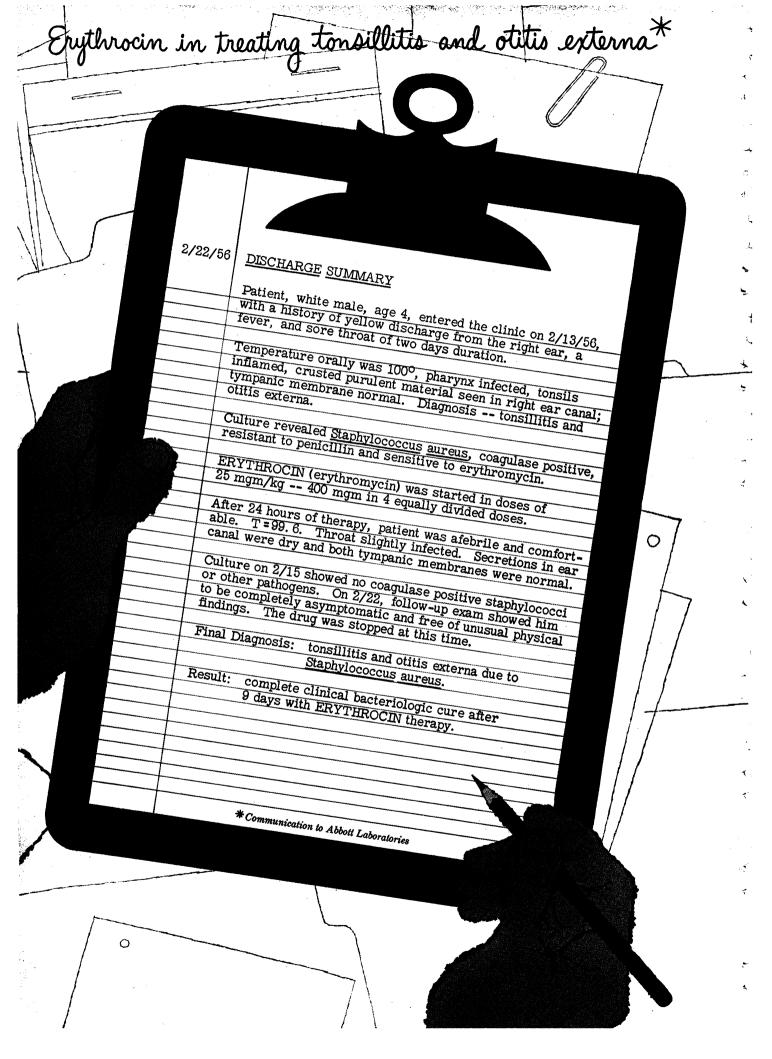
Unitensen tannate tablets (contain cryptenamine 2 mg.)

### to serve your patients today—

call your pharmacist for any additional information you may need to help you prescribe Unitensen-R. He has been especially alerted.

\*T.M. Reg. U.S. Pat. Off.

IRWIN, NEISLER & COMPANY . DECATUR, ILLINOIS



# "clinical response good or excellent"

In one recent study, 18 patients with acute follicular tonsillitis and septic sore throat, were given erythromycin. Infecting organism was Str. pyogenes. The investigator stated, "In all 18, the clinical response could be regarded as either good or excellent."

This, of course, is only one of many reports showing the effectiveness of ERYTHROCIN against coccic infections. You'll get the same good results (nearly 100% in common, bacterial respiratory infections) when your prescription reads *Filmtab* ERYTHROCIN Stearate.

### "toxicity lower in erythromycin-treated patients"

After a study of 208 patients treated with erythromycin (78), procaine penicillin (78) and a placebo (52), the investigator stated: "... the incidence of toxicity (compared to procaine penicillin) was significantly lower in the erythromycin-treated patients."

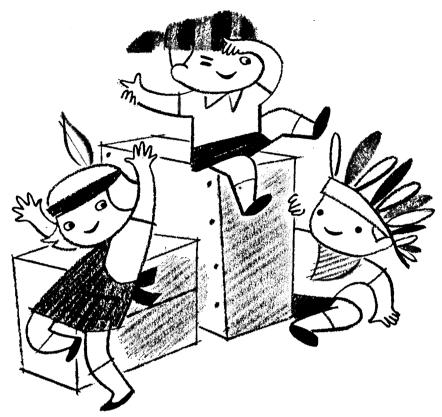
Actually, ERYTHROCIN stands on a remarkable record of safety. After four years, there's not a single report of a severe or fatal reaction attributable to erythromycin. Also, allergic reactions rarely occur. *Filmtab* ERYTHROCIN Stearate (100 and 250 mg.), is available in bottles of 25 and 100, at all pharmacies.

Abbott

- Filmtab—Film sealed tablets, Abbott; pat. applied for.
- Herrell, W. E., Erythromycin, Antibiotics Monographs, No. 1, p. 29, New York, Medical Encyclopedia, Inc., 1955.
   Idem p. 30.







### To get the below-par child "back on the job"

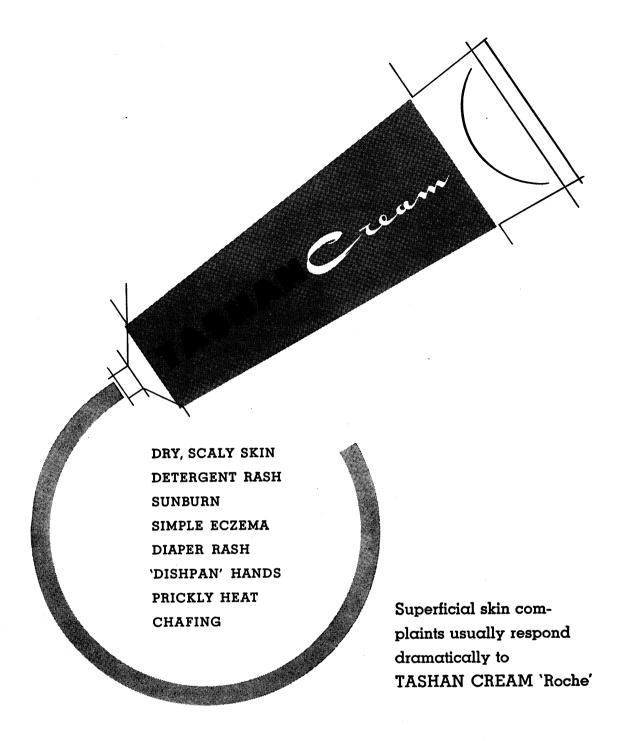
'Troph-Iron' will quickly correct nutritional deficiencies in the below-par, inactive child. Just one teaspoonful daily will stimulate appetite, encourage optimal hemoglobin levels and help the lethargic child to return to normal and happy activity.

Each 5 cc. teaspoonful of 'Troph-Iron' delivers 25 mcg. of Vitamin  $B_{12}$ , 10 mg. of Vitamin  $B_{1}$  and 250 mg. of ferric pyrophosphate. And children enjoy Troph-Iron's delicious cherry flavor.

# R Troph-Iron\*

Smith, Kline & French Laboratories, Philadelphia

★T.M. Reg. U.S. Pat. Off.

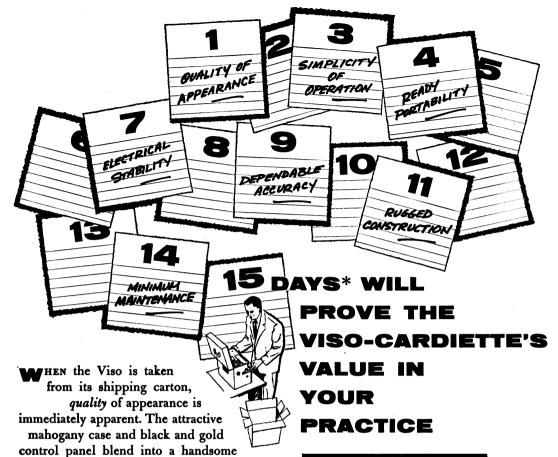


contains vitamins A, D, E, and d-Panthenol, in a cosmetically pleasing water-soluble base which fastidious patients will enjoy using. Hoffmann-La Roche Inc., Nutley, N. J.

Antiprurient, soothing, and healing-

TASHAN T. M.

Vitamin A	\IC	,000	U.S.P.	units
d-Panthen	ol		50	mg.
Vitamin D	)2	1,000	U.S.P.	units
Vitamin E	(dl-alpha-tocophery	ace	etate)	ma



appearance which, in itself, is actually an operating advantage, since it helps to reduce apprehensiveness in "new" ECG patients. The first days of your use of the Viso clearly reveal its simple, quickly learned operation. And, as the days of the "trial period" go by, other features of this instrument become obvious: freedom from "AC" interference,

complete stability of operation, "rugged" nature of Viso construction, easy portability of the instrument.

In reviewing the many advantages of Viso ownership, a thought about future service and supplies may occur to you. For Sanborn owners, service is typified in the informative, bi-monthly Technical Bulletin sent free of charge to all Sanborn owners... by capably staffed Branch Offices and Service Agencies in 42 cities throughout the country... and by Sanborn's reputation as a manufacturer of precision medical diagnostic instruments since 1917.



\*Sanborn Company offers you a Viso-Cardiette
to use in your <u>own</u> practice for 15 days—
<u>without cost or obligation</u>— to let
<u>your own experience decide IF</u> an ECG would
be useful to you, and if so, <u>WHICH</u> one.

### SANBORN COMPANY WALTHAM 54, MASSACHUSETTS

GLENDALE Branch Office
203 So. Verdugo Rd., Chapman 5-6761 and 5-6762
SAN FRANCISCO Branch Office
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Bank of America Bldg., Belmont 9-5653

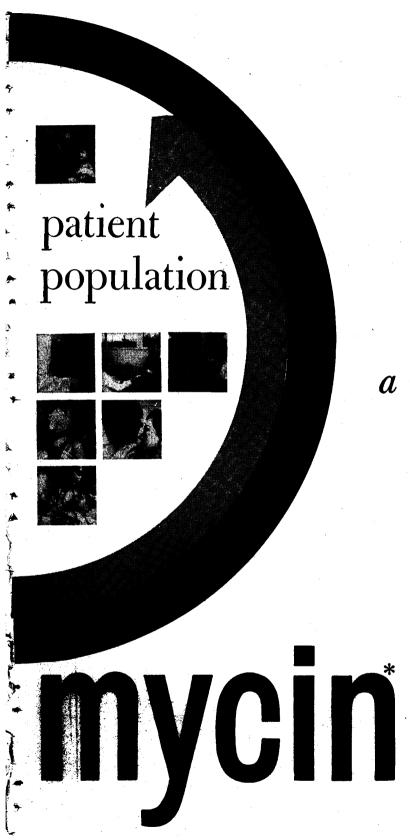
a new maximum in therapeutic effectiveness

a new maximum in protection against resistance

a new maximum in safety and toleration

multi-spectrum synergistically strengthened...





### a new certainty

in antibiotic therapy, particularly for the 90% of patients treated at home and in the office

Superior control of infectious diseases through superior control of the changing microbial population is now available in a new formulation of tetracycline, outstanding broad-spectrum antibiotic, with oleandomycin, Pfizer-discovered new antimicrobial agent which controls resistant strains. The synergistic combination now brings to antibiotic therapy: (1) a new fuller antimicrobial spectrum which includes even "resistant" staphylococci; (2) new superior protection against emergence of new resistant strains; (3) new superior safety and toleration.





# KARO<sup>®</sup>... meets the need for a completely assimilable carbohydrate in infant feeding

Physicians and parents alike appreciate the efficacy, convenience and economy of Karo Syrup. For this doublerich, readily miscible mixture of dextrin, maltose and dextrose is easily digested, well tolerated and completely utilized.

Three generations of use as a milk modifier have shown that even premature babies thrive on Karo...and that its use does not induce flatulence, colic, fermentation or allergy.

Karo permits easy adjustment of

formula and transition from liquid to solid food as circumstances demand. It may be used with sweet, acid, evaporated, dried or protein milk. Light or dark Karo each supply equivalent nutritive and digestive values...yielding 60 calories per tablespoonful.





### "Neither rain, nor snow, nor advancing years shall stay this courier!"



For persons past forty, good health is usually a source of great pride and satisfaction. Each succeeding year seems to heighten their delight and appreciation. To help these "senior citizens" maintain their vigor, prescribe GEVRAL, a comprehensive geriatric diet supplement that provides 14 vitamins, 11 minerals, and Purified Intrinsic Factor Concentrate—all in one convenient, dry-filled capsule.





for more rapid and complete absorption, freedom from aftertaste. A Lederle exclusive!

### [lederle]

#### LEDERLE LABORATORIES DIVISION AMERICAN CYANAMID COMPANY PEARL RIVER, NEW YORK

Each GEVRAL Capsule contains:           Vitamin A	Choline Dihydrogen Citrate	50 mg. 50 mg. 10 l.U. 25 mg. 0.5 mg. 10 mg.	Calcium (as CaHPO <sub>4</sub> ). Phosphorus (as CaHPO <sub>4</sub> ). Boron (as Na <sub>2</sub> B <sub>4</sub> O <sub>7</sub> .10H <sub>2</sub> O). Copper (as CuO). Fluorine (as CaF <sub>2</sub> ). Manganese (as MnO <sub>2</sub> ). Magnesium (as MgO). Potassium (as K <sub>2</sub> SO <sub>4</sub> ).	110 mg. 0.1 mg. 1 mg. 0.1 mg. 1 mg. 1 mg.
Ca Pantothenate 5 mg.	Iodine (as KI)		Zinc (as ZnO)	-

 $\label{thm:continuous} Other\ Lederle\ geriatric\ products\ include: \textit{GEVRABON$^*$ Vitamin-Mineral\ Supplement\ Liquid\ with\ a\ wine\ flavor\ and\ \textit{GEVRAL$^*$} Protein\ Vitamin-Mineral-Protein\ Supplement\ Powder.$ 

### new 100 mg. capsule

for great convenience and dosage flexibility



DIOCTYL SODIUM SULFOSUCCINATE, MEAD JOHNSON\*

### softens stools for easy passage

without laxative action · without adding bulk

In chronic constipation and in patients with hemorrhoids, Colace provides a safe and gentle way to prevent hard stools.

By reducing surface tension, Colace increases the wetting efficiency of intestinal water. This keeps stools normally soft and softens hardened stools for easy, natural passage.

#### SUGGESTED ORAL DAILY DOSAGET

0 to 3 years....10 to 40 mg. 3 to 6 years....20 to 60 mg. 6 to 12 years....40 to 120 mg. Adults.......50 to 200 mg.

†Colace may be given in divided doses. The higher dosage is recommended during initial phase of therapy. Dosage should be adjusted as required by individual response.

Note: When bowel motility is impaired, a mild peristaltic stimulant or Colace-containing enemas may be needed in addition to Colace by mouth.

#### THE COLACE FAMILY

Colace Capsules 100 mg., bottles of 30, 60 and 250. Colace Capsules 50 mg., bottles of 30, 60 and 250. Colace Liquid (1% Solution: 1 cc.=10 mg.), 30 cc. bottles with calibrated dropper.

\*Patents pending



Liquid

50 mg.

100 mg.

MEAD JOHNSON

SYMBOL OF SERVICE IN MEDICINE

# "a thimbleful of dosage

for a handful of baby"

Dip-Pert-Tet, Alhydrox®—the original combined vaccine for maximum immunity against diphtheria, pertussis and tetanus with uniformly superior antitoxin levels. Contains purified diphtheria and tetanus toxoids combined with Phase I, H. pertussis organisms for simultaneous

immunization. Alhydrox (aluminum hydroxide) is

added to delay absorption. Try it and you'll see

BERKELEY, CALIFORNIA

why there is only one Dip-Pert-Tet, Alhydrox.

2.5 cc. Hypertussis eliminates massive dosage in whooping cough treatment or passive prevention. A crystal-clear homologous protein, 2.5 cc. Hypertussis contains the gamma globulin equivalent of 25 cc. of human hyper-immune serum. This specific antipertussis fraction is concentrated 10-fold to obviate the pain and inconvenience associated with massive dosage - giving you the advantage of "a thimbleful of dosage for a handful of baby." Hypertussis will not interfere

Hypertussis will not interfere with the use of antibiotics where they may be indicated.

2.5 cc. Hypertussis is supplied in 2.5 cc. (one dose) vials, ready for immediate intramuscular injection.

for whooping cough prophylaxis and treatment specify

2.5 cc. HYPERTUSSIS<sup>\*</sup>

(anti-pertussis serum-human)